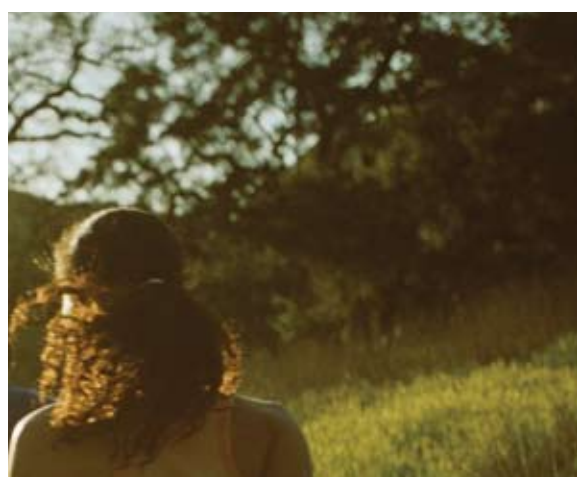
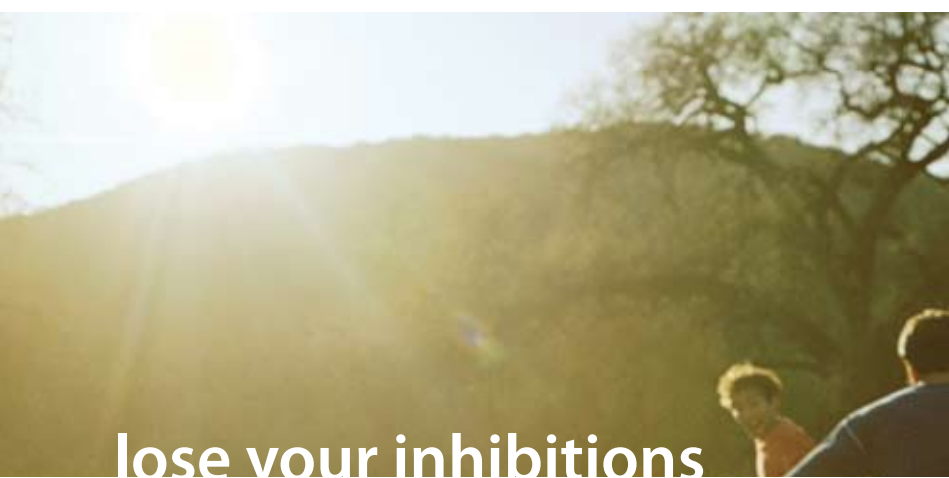
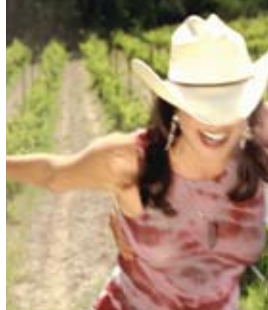


California Fall Insert





Cop a little California Attitude.

Wacky. Creative. Hedonistic. Laid-back. However you describe the vibe in California one thing is sure, you just won't find anything like it anywhere else.

Maybe that's why people from all over the globe have been irresistibly drawn to California. It's like the Pied Piper of vacation destinations.

And here's a little secret. There's a whole school of thought that coastal California is even better in winter than during the hotter months. Lower rates. Better waves. A whole heap of whales migrating down the coast. And even more blue sky than June or July. So catch the vibe. Cop some attitude. Come to California.

You can feel that certain California something everywhere. An energy that pulses through the entire state. From the peaks of the High Sierra to the redwoods

along the Big Sur Coast. Along the Golden Gate Bridge and Hollywood Boulevard, through the flower-filled desert and the fabled wine country, and down the sparkling beaches of Southern California. You get sucked in. You become part of the vibe. You flash some of your own attitude. You have the vacation of a lifetime.

The problem with California (if you can call it a problem) is deciding what to do. Seriously, with so much going on, just figuring out how to fill your day can be a little overwhelming. Few other places on the planet can offer such incredible variety and depth of experience.

How about a little wine tasting? Once upon a time,

WWW.VISITCALIFORNIA.COM

Napa Valley was the beginning and the end of the California wine experience. But now there are a dozen different wine countries spread up and down the state, from Monterey County near the fabulous Carmel coast, to the Sierra foothills, to the Santa Ynez Valley near Santa Barbara where much of *Sideways* was shot.

Or a day on the links? Imagine teeing off on desert, mountain and beachfront courses all in the same week. And not just any old fairways and greens, but some of the most extraordinary links in the sport like Pebble Beach, La Quinta and Graeagle's Dragon at Gold Mountain.

A little money burning a hole in your Louis Vuitton? If you think the shopping along Rodeo Drive is ritzy, you should check out the blocks around Union Square in downtown San Francisco or the plush confines of South Coast Plaza in Orange County. And California is the place that invented the celebrity chef, a smorgasbord of culinary delights that stretches all the way from Wolfgang Puck and his designer California pizzas to celebrated Thomas Keller and his French Laundry.

Want to get away from the hustle and bustle? The Golden State is also flush with fascinating small town life, a special bonus for those who venture beyond the bright lights of California's big cities.

“Few other places on the planet can offer such incredible variety and depth of experience.”

Monterey bristles with the Cannery Row that John Steinbeck immortalized in his Noble Prize-winning prose, home to an amazing array of waterfront restaurants and the world-class Monterey Bay Aquarium. Weaverville is an exquisitely preserved gold mining town in the shadow of Mt. Shasta, a treasure chest of Victorian “wedding cake” architecture, mansions built by the redwood barons.

June Lake in winter is pretty as a postcard, a tranquil retreat in the Eastern Sierra within easy reach of Mammoth Lakes. Avalon, perched at the southern end of Catalina Island, oozes romantic Mediterranean ambience. And nobody throws a mid-winter party like a desert town called Indio, host to both the International Tamale Festival in December and the renowned Date Festival in February.



California's “Golden” Snow Scene.

Conventional wisdom says that sun and snow don't mix. Then again, conventional wisdom has never really applied to California. So it's no surprise that some of the biggest and most exciting names in winter sports honed their skills at California's world-renowned winter resort regions like Mammoth Lakes and Tahoe.

With so much high mountain terrain to choose from, and a season that stretches from Thanksgiving into Spring, we're talking the stuff that winter dreams are made of – deep base, fresh powder, thrilling runs and plenty of sunshine. Mammoth alone averages 400 inches of snowfall and 300 days of sun per year. Squaw Valley USA– where the sun shines three out of every four days – sees around 450 inches each winter.

How do you beat that combination? By adding in an awesome range of après snow activities – gourmet restaurants and groovy bars, luxury shopping and “A” list entertainment, heated indoor “lagoons” and romantic outdoor hot tubs. Many a San Francisco celebrity chef has opened a satellite eatery in Tahoe. If you think that Spring Break rocks at the seashore, you haven't been up after midnight in The Village at Mammoth. And bring some spare change because California's mountain villages are a high-altitude heaven for fashionistas, sporting everything from chic boutiques to big-name outlets.

When all is said and done, the coolest thing about a California winter is a chance to ride in the tracks of winter sport superstars like Daron Rahlves, Tara Dakides, Stacey Cook, Travis Cabral, Shane McConkey, and more individual medal winners in the last two Winter Games than any other state.

Heard enough? Plan your escape to California's powder-draped steeps at visitcaliforniasnow.com.





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Win a free trip to California.

The sun. The scenery. The excitement. The only way your California vacation could get any better is if you didn't have to pay for it. Well, here's your chance.

Just go to visitcalifornia.com and enter to win the 'Find Yourself Here' Sweepstakes.*

*No purchase necessary. Go to visitcalifornia.com for official rules. Restrictions may apply.

If you win you'll receive round-trip airfare from Southwest Airlines, accommodations at the Best Western of your choice plus tickets to some of California's many cultural attractions so you can experience the diversity and heritage of the Golden State firsthand.



Hotels of California,
Nevada & Hawaii



SOUTHWEST.COM



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A Spa for All Seasons.

**Not many places pride themselves on lazing around.
But California isn't like most places.**

"Laid back" could easily be the state motto while relaxation and rejuvenation are practically written into the state constitution as unalienable rights.

As a trailblazer in the global spa craze, California lies at the leading edge of health and beauty, a wellspring for new treatments that often employ the Golden State's natural bounty like avocado masks, pumpkin body peels, seaweed facials and eucalyptus steam baths.

The health and beauty ritual is nothing new. Native Americans were the first to tap California's therapeutic riches, chilling out in sweatshouses at hot springs that now harbor some of the world's most famous spas. Forty-niners developed the redwood tub to soak their weary bones after

a day in the gold fields while the hippy-dippy Sixties added a touch of spiritualism to the California spa experience.

From luxury health resorts to sophisticated urban day spas, wilderness mud baths to wine country hot springs, California offers relaxation for every taste. Indulge in a massage and facial at an all-time classic spa like La Costa in Carlsbad. Delve into something new, like merlot wraps, wine barrel baths and other vinotherapy treatments at Kenwood Spa in Sonoma. Or go offbeat with the sensuous "Pittura Festa" body painting parties at Miramonte Spa near Palm Springs.

Whatever you're looking for there are a thousand places to pamper the body, invigorate the mind and soothe your soul in California.

Fun in the California Sun.

Check out what's going on this season across the Golden State.

**118th Rose Parade®
and 93rd Rose Bowl Game®**
January 1, Pasadena
www.tournamentofroses.com

Winter Wineland
January 13-14, Guerneville (Healdsburg)
www.wineroad.com

Southwest Arts Festival
January 26-28, Indio
www.southwestartsfest.com

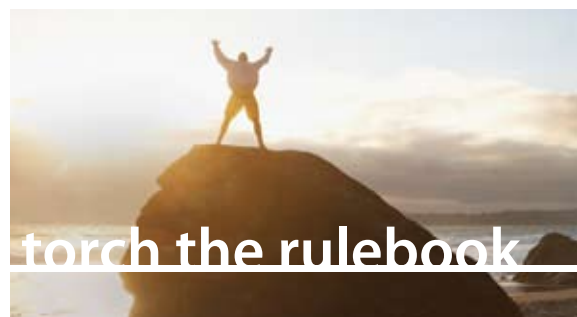
San Diego Bird Festival
February 7-12, San Diego
www.sandiegoaudubon.org

Pan African Film & Arts Festival
February 8-19, Baldwin Hills (Los Angeles)
www.paff.org

Masters of Food and Wine
February 22-25, Carmel
www.mfandw.com

Chinese New Year and Celebration
February 24-March 3, San Francisco
www.chineseparade.com

North Lake Tahoe Snow Festival
March 2-11, Tahoe City
www.tahoefest.com



Find Yourself Here.

For a **FREE California Visitor's Guide** call 877-CALIFORNIA, or check out our website at visitcalifornia.com for the downloadable visitor's guide and plan your Golden State getaway today.

shed your skin

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California Rewards Card.

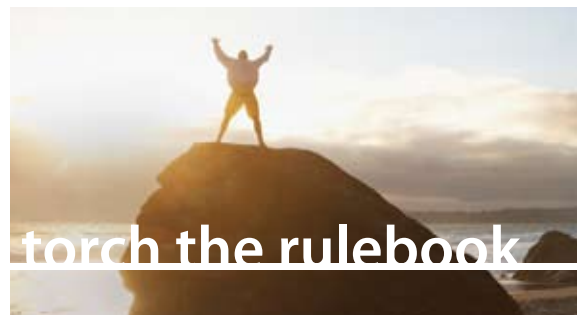
Now going about your everyday life can get you one step closer to your California getaway. That's right. Dine out, save on a hotel room. Develop film, save on hotel rooms. Visit attractions, save on even more hotel rooms and extend your stay in California.

With the California Rewards Card* you can earn rewards when you do business at participating retailers, restaurants and attractions. Then, once your California Rewards account is bursting at the seams, redeem your rewards for savings on room rates at participating hotels throughout California, and when purchasing an exclusive cultural stay-and-shop travel package that includes a stay at an historic inn and shopping savings.



* Available while supplies last.

Just go to californiarewardscard.com for more information and register by entering CA55726. When you enter this code, you will receive \$25 California Rewards to get you started! Begin earning California Rewards for your escape to the Golden State today.



torch the rulebook

Find Yourself Here.

For a FREE California Visitor's Guide call 877-CALIFORNIA, or check out our website at visitcalifornia.com for the downloadable visitor's guide and plan your Golden State getaway today.

2007 Visitor's Guide
Regional Overviews

SAN FRANCISCO BAY AREA

RIDE A CABLE CAR | EXPLORE WINE COUNTRY
TASTE DUNGENESS CRAB | CRUISE TO ALCATRAZ



FORT POINT NATIONAL HISTORIC SITE

Play tag with waves on a bayside beach in San Francisco.

San Franciscans are vociferous in their love for their city by the bay. And for good reason. Looking across the dark blue waters of the Pacific Ocean from the Marin Headlands, you see first the orange towers of the Golden Gate Bridge, then a sparkling metropolis, its pyramid-shaped Transamerica building giving San Francisco a mythical quality straight out of *The Wizard of Oz*. Even the famous fog that regularly

suffuses the city in a cooling glow is part of San Francisco's charm.

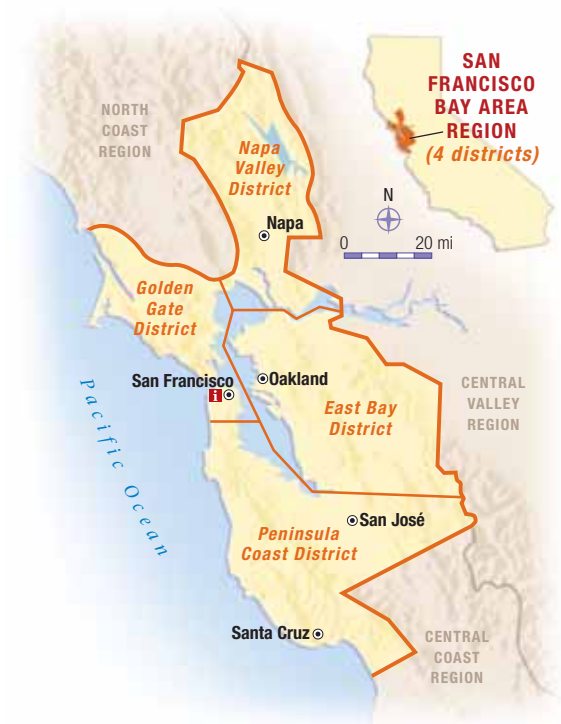
Across the bay, Oakland and the university community of Berkeley have their own attractions—neighborhoods rich with boutiques, coffee shops, art galleries, and ethnic restaurants are common. To the north, between Napa and Calistoga, are some of California's most famous vineyards (Mondavi, Beaulieu, and Stag's Leap, to name but a few),

more than 50 altogether. At the opposite end of the region is the Silicon Valley, known as the home of Apple Computer and Hewlett-Packard, as well as for its museums, shopping centers, and curiosities like Winchester Mystery House. Further south is Santa Cruz, a laid-back town on the Pacific known for its boardwalk roller coaster, big waves, beaches, and unique university mascot, the mighty banana slug.



bay area top ten

- Ferry Building Marketplace, San Francisco.** Savor the flavors of some of California's top artisanal food producers, from cheesemakers and ranchers to bakers and farmers—and a top weekend farmers' market—at the restored waterfront port. INFO: 415/693-0996
- Fourth Street Shops, Berkeley.** Browse for one-of-a-kind home decor treasures at the boho-chic boutiques inside former light-industrial warehouses, in the East Bay's happening new shopping district. INFO: 510/644-3002
- Rosicrucian Egyptian Museum & Planetarium, San Jose.** Marvel at the West's largest collection of Egyptian artifacts, including mummies and a full-scale underground tomb. INFO: 408/947-3635
- Cable Car Museum & Powerhouse Viewing Gallery, San Francisco.** Watch the giant bull wheels move the cables that pull the cable cars up the city's hills. INFO: 415/474-1887
- San Francisco Ballet, San Francisco.** The nation's oldest repertory company performs cutting-edge works at the city's oh-so-grand War Memorial Opera House. INFO: 415/861-5600
- Ride the ferry to Angel Island State Park.** Picnic smack-dab in the middle of the bay, then rent bikes or stroll the island's perimeter to explore preserved historic buildings. INFO: 415/435-1915
- Point Reyes National Seashore, Point Reyes Station.** Watch migrating whales from an isolated peninsula jutting ten miles into the sea; descend 300 steps to a century-old lighthouse. INFO: 415/464-5100
- Auberge du Soleil, Rutherford.** Book a white-tablecloth lunch on the terrace for stellar California cuisine and the hands-down best views over Napa Valley. INFO: 707/963-1211
- Ride the Giant Dipper, Santa Cruz.** Hold out for the first car of this thrilling circa-1924 classic wooden roller coaster, right on the Beach Boardwalk. INFO: 831/423-5590
- Hike Mt. Diablo, Walnut Creek.** On a bluebird day, you can see a whopping 20,000 square miles from the summit—clear across the entire state. Call to check possible midweek road repair closures early in 2007. INFO: 925/837-2525



GRASSHOPPER
Try Asian fusion small plates at the Oakland eatery.

FESTIVALS

FEBRUARY San Francisco Bay Flyway Festival, Vallejo. Discover the fascinations of birding, while spotting rare migratory species on isolated Mare Island in the bay's tidal marshes. Feb 2-4. INFO: 707/649-9464

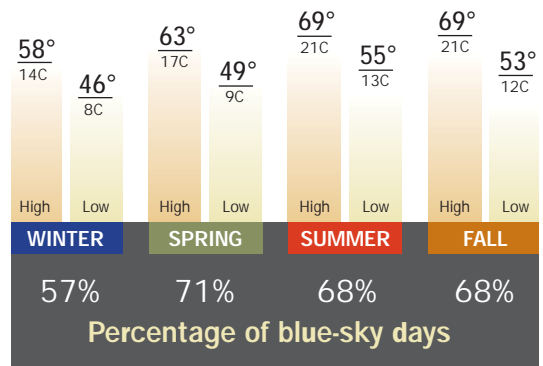
MAY Sunset Celebration Weekend, Menlo Park. Gather tips from the West's top experts on cooking, travel, gardening, and home design at this interactive festival, hosted by *Sunset* magazine. May 19-20. INFO: 800/786-7375

JUNE Juneteenth Festival, San Jose. A resounding celebration of gospel and soul commemorates the ending of slavery in the United States and the observance of African American Emancipation Day. Jun 15-17. INFO: 408/292-3157

AUGUST Chinatown StreetFest, Oakland. A weekend taste of Asia, from vibrant lion and dragon dances and the melodic Purple Bamboo Orchestra to lively martial arts demonstrations and creative hands-on activities for children in the cultural village. Aug 25-26. INFO: 510/893-8979

NOVEMBER Santa Cruz Mountains Wineries Passport Program. There is a prize for eventually completing the Passport, though with more than 40 wineries, it could take years. But the true reward is discovering and enjoying the great wines and food along the way. Nov 17; call for other dates. INFO: 831/685-8463

Average Temperature Range



ORANGE COUNTY

RIDE A ROLLER COASTER | HIT THE GALLERIES | LEARN TO SURF
EXPLORE A WILD WETLAND | PICNIC AT THE BEACH | MEET MICKEY MOUSE



CRYSTAL COVE BEACH
Check the break on the cove's
cottage-front sands.

Is Orange County really the sun-kissed paradise depicted in the hit TV show *The OC*? A “super chill” sort of place where it’s best to keep a surfboard nearby at all times? Yes and no. Huntington Beach, home to the International Surfing Museum, proudly dons the mantle of “Surf City U.S.A.” And there do seem to be an inordinate number of Beemers and Hummers gliding up and down scenic Pacific Coast Highway, where every few minutes drivers slow to

take in another breathtaking view of gleaming sailboats, rubber-suited surfers, and nearby Catalina Island.

But that’s just part of the story. Many visitors are perfectly content to associate Orange County with amusement parks—from Disneyland and Disney’s California Adventure to Knott’s Berry Farm. Cultural attractions are sprinkled throughout the county, from the Richard Nixon Presidential Library and Museum in Yorba Linda to the Bowers Museum

of Cultural Art in Santa Ana and Mission San Juan Capistrano. Orange County is also home to the largest Vietnamese population outside Saigon, a thriving Hispanic community, and enclaves of Middle Eastern, Indian, and Asian immigrants. Visitors can explore a wealth of ethnic shops, markets, and restaurants featuring everything from hundred-year-old duck eggs to Oaxacan chocolate. In other words, things you don’t normally see on *The OC*.



orange county top ten

- 1. Disneyland Park & Disney's California Adventure Park, Anaheim.** The definitive O.C. experience begins here. For insight into the magic of Disney, and to get your bearings, reserve a guided tour. INFO: 714/781-4400
- 2. Orange County Performing Arts Center, Costa Mesa.** Catch a performance by an international headliner, a Broadway road show, or a show by the Tony Award-winning South Coast Repertory company. INFO: 714/556-2787
- 3. Rent a Duffy boat in Newport Harbor.** Pack a picnic and favorite CDs, then motor among the yachts in a flat-bottomed electric boat, complete with CD player. INFO: 949/645-6812
- 4. Old Town Irvine.** Amble into shops and restaurants housed in century-old buildings, including a former grain warehouse, blacksmith's shop, and general store. INFO: 949/660-9112
- 5. Shop South Coast Plaza, Costa Mesa.** Ever wondered why high-fashion ads sometimes read New York, Paris, Beverly Hills, and Costa Mesa? It's because of ultrachic South Coast Plaza. INFO: 800/782-8888
- 6. Bowers Museum of Cultural Art, Santa Ana.** Orange County's largest art museum occupies a gorgeous 1936 mission-style building, properly befitting its world-class exhibits. INFO: 714/567-3600
- 7. Balboa Island & Peninsula, Newport Harbor.** Take the tiny car ferry from the charming island to the peninsula, where you can ride the old-fashioned Ferris wheel at the Fun Zone and indulge in a 'Balboa Bar:' a square of frozen vanilla ice cream hand-dipped in chocolate. INFO: 800/942-6278
- 8. Knott's Soak City Orange County, Buena Park.** On a hot day, hose down the kids at Soak City, with its flumes, tubes, and high-speed waterslides. INFO: 714/220-5200
- 9. Pacific Marine Mammal Center, Laguna Beach.** Visit recuperating sea lions and seals at this educational center which rescues, rehabilitates, and releases stranded animals. INFO: 949/494-3050
- 10. Take your dog to lunch, Huntington Beach.** The pet-friendly Park Bench Cafe, outdoors in Huntington Central Park, has a special "Canine Cuisine" menu with items like Rover-easy scrambled eggs. INFO: 714/842-0775



FESTIVALS

MARCH Dana Point Festival of Whales, Dana Point. Celebrate the annual southward migration with a street fair, sailing and rowing, food, live entertainment, kids' programs, an art show, and—of course—whale-watching excursions. Mar 3-4 & 10-11. INFO: 949/472-7888

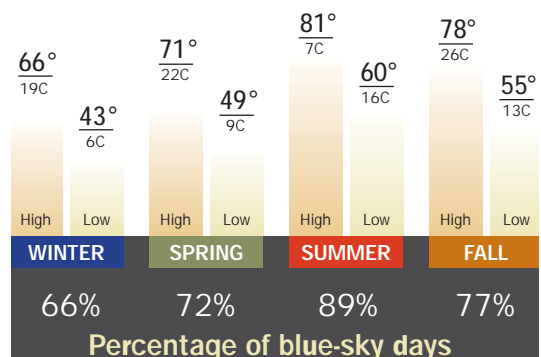
MARCH Fiesta de las Golondrinas, San Juan Capistrano. To fete the annual return of the swallows, the town hosts a Mercado with a street fair, market place, and family-fun events, including the nation's largest nonmotorized parade. Mar 24. INFO: 949/493-4700

MAY Newport Beach Food & Wine Festival, Newport Beach. Sommeliers and chefs present a luxurious lineup of receptions, luncheons, and brunch, with wine tastings in between, at the Balboa Bay Club & Resort. May 25-27. INFO: 949/719-6100

MAY AVP Huntington Beach Open, Huntington Beach. One of the major tournaments on the pro volleyball circuit, the HB Open takes place right on the sand next to the municipal pier. May 25-27. INFO: 310/426-8000

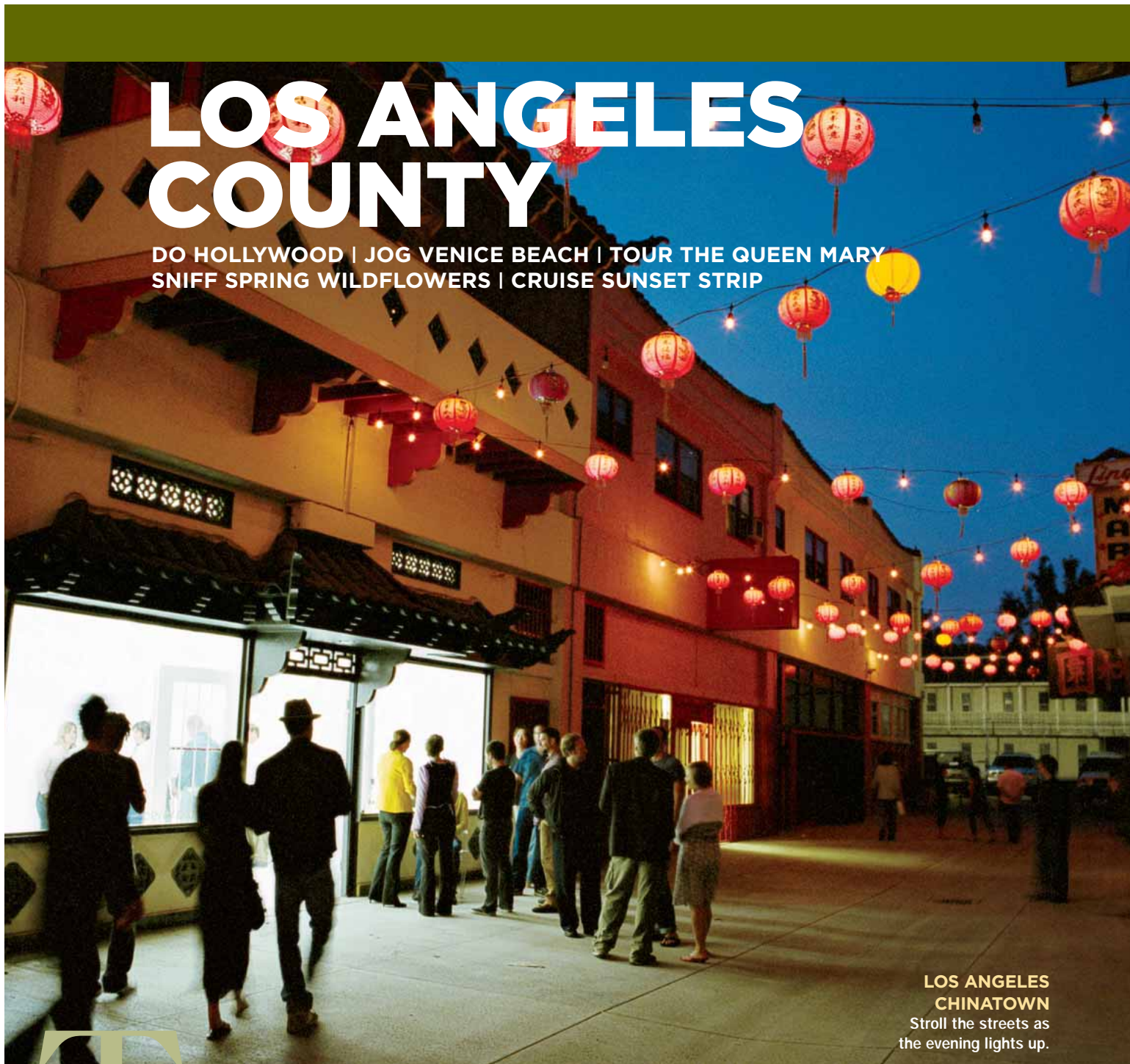
DECEMBER Irvine Park Railroad's Christmas Train, Orange. Ride to Santa's Village to meet St. Nick himself. Kids can mail their wish lists beforehand, or Santa will listen to them on the spot. Call for dates. INFO: 714/997-3968

Average Temperature Range



LOS ANGELES COUNTY

DO HOLLYWOOD | JOG VENICE BEACH | TOUR THE QUEEN MARY
SNIFF SPRING WILDFLOWERS | CRUISE SUNSET STRIP



LOS ANGELES CHINATOWN

Stroll the streets as the evening lights up.

The Greater Los Angeles area is vast. How vast? If you're traveling south over the Tejon Pass, at an elevation of 4,100 feet, you'll spot the first sign welcoming you to Los Angeles County. But it's still an hour's drive to downtown L.A. (elevation: 330 feet). From there, it's another hour to Long Beach (home of the Queen Mary), a number of international cruise lines at the Port of Los Angeles in San Pedro, and the ferry to Catalina Island. Catalina, by the way,

is also part of Los Angeles and—are you ready for this?—takes about an hour to reach. When you ask Angelenos how long it takes to get from the airport to Malibu, or from the Getty Museum to Old Town Pasadena, they say, “About an hour.” In Los Angeles, no matter where you start or where you're going, everything is “about an hour” away.

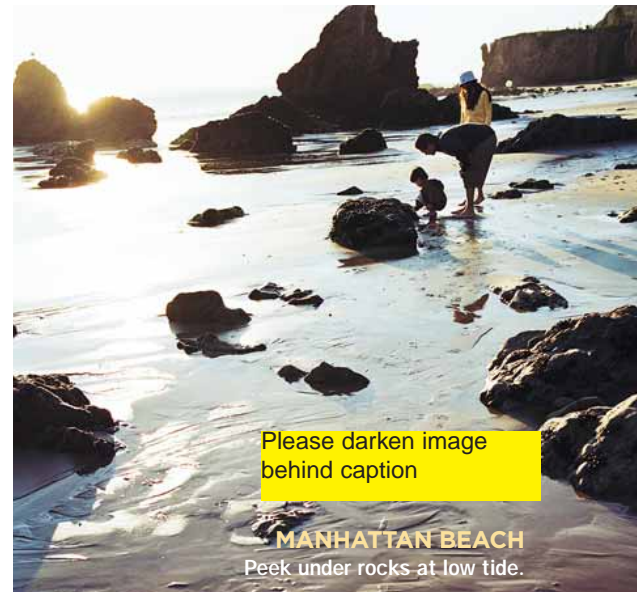
Greater Los Angeles seems terribly urban until you realize that you could walk for days along sections of the

Pacific Crest Trail in the San Gabriel Mountains, passing ski resorts that are just about an hour away from downtown Los Angeles. Or hike north from Will Rogers State Park along the Backbone Trail through the Santa Monica Mountains, where, on a clear day, you'll spot Santa Monica Bay and Rancho Palos Verdes Peninsula to the south, and the peaks of the San Gabriel Mountains to the east. All, miraculously, about an hour from downtown L.A.



los angeles top ten

- 1. J. Paul Getty Museum at the Getty Villa, Malibu.** Demure sister to the splashier museum at the Getty Center, the majestic Getty Villa displays ancient Greco-Roman artifacts. INFO: 310/440-7300
- 2. Universal Studios Hollywood, Universal City.** Fancy yourself a movie star on the back lot of this famous studio, then hop aboard thrilling move-themed rides like Jurassic Park. INFO: 818/622-3801
- 3. Sidewalk Cafe, Venice Beach.** Feast on fantastic burgers and soak up the SoCal vibe, smack-dab on the beach boardwalk with a view of wacky street performers and Muscle Beach. INFO: 310/399-5547
- 4. Sunset Strip, West Hollywood.** The epicenter of L.A.'s nightlife scene, this renowned mile-and-a-half stretch of Sunset Boulevard, from Laurel Canyon Boulevard to Doheny Drive, is perfect for people-watching. INFO: 800/368-6020
- 5. Griffith Observatory, Los Angeles.** Catch a star show at the recently renovated planetarium, then head outside for commanding views of the L.A. Basin from atop Mt. Hollywood. INFO: 323/664-1181
- 6. Disney Concert Hall, Los Angeles.** Even if you can't attend a performance at this acoustically brilliant, architecturally groundbreaking venue, book a tour of the hall. INFO: 213/972-4399
- 7. Antelope Valley California Poppy Reserve, Lancaster.** The state flower bursts into bloom each spring, casting a brilliant-orange hue across the ground of this high desert. INFO: 661/942-0662
- 8. Amoeba Music, Hollywood.** Music collectors: Make a beeline to Amoeba, the enormous indie music store with a jaw-dropping selection of new and used vinyl and CDs. INFO: 323/245-6400
- 9. The Gamble House, Pasadena.** Tour one of the finest American Arts and Crafts-style homes in the country, designed by famed architects Greene and Greene in 1908. INFO: 626/793-3334
- 10. Dine with the stars at A.O.C., Los Angeles.** You may spot a celeb at this chic eatery and wine bar, as you sample the trendy small plates menu. INFO: 323/653-6359



FESTIVALS

FEBRUARY The Pan African Film & Art Festival, Los Angeles. The broad spectrum of Black creative works includes quality films and fine art from the US, Africa, the Caribbean, Latin America, Europe, the South Pacific, and Canada. Feb 8–20. INFO: 323/295-1706

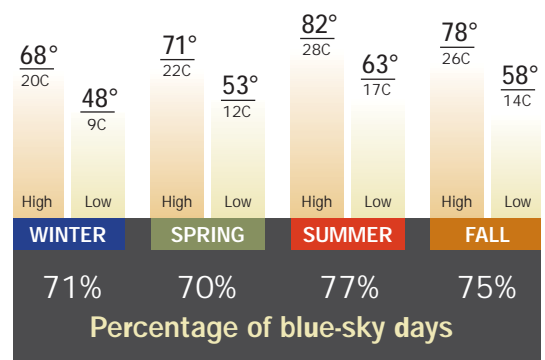
APRIL Toyota Grand Prix of Long Beach. If you've never watched open-cockpit champ car races, you'll be blown away by these powerful machines, circling the track at up to 185 mph. Apr 13–15. INFO: 562/981-2600

AUGUST L.A. Tofu Festival, Los Angeles. Little Tokyo hosts this sometimes-wacky festival, with tofu-eating contests, beer and sake tastings, arts and crafts, live music, and traditional Japanese cuisine. Aug 11–12. INFO: 213/473-3030

SEPTEMBER Catalina Pottery & Tile Extravaganza, Avalon. View an enticing collection of island-made pottery, including rare tiles of unusual colors, manufactured on Catalina Island between 1927 and 1937. Sep 1–30. INFO: 310/510-2414

SEPTEMBER Los Angeles County Fair, Pomona. Carnival rides, livestock competitions, garden shows, cultural expositions, crafts competitions, and food and wine are the highlights at America's largest county fair. Sep 7–30. INFO: 909/623-3111

Average Temperature Range



SAN DIEGO COUNTY

HITCH A TROLLEY RIDE | PICK AN APPLE
HEAR MARIACHI MUSIC | STROLL THE BEACH

San Diego County is blessed with a plethora of riches. It boasts more than 70 miles of walkable beaches and picturesque bays, as well as the perfect climate to enjoy them. As if that weren't enough, it is hemmed in on the east by the cooling Cuyamaca Mountains, while the charms of Mexico lie conveniently to the south.

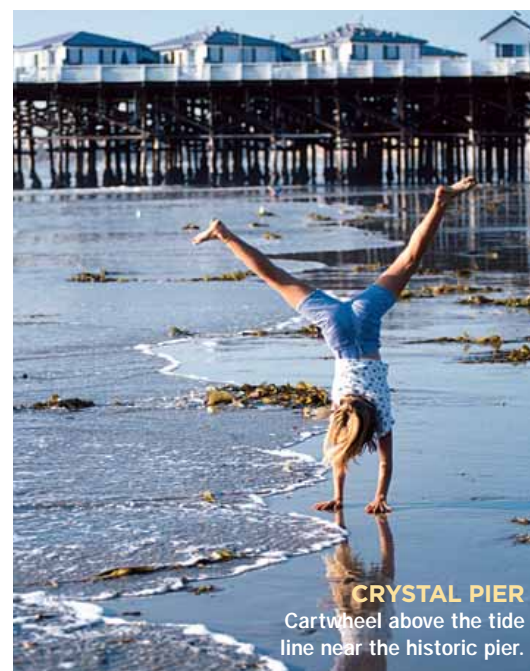
With easy access to underwater parks for snorkeling, miles of single-track trails for mountain biking, a bounty of golf courses in the county's northern region, and one of the most diverse recreational parks in the nation at Mission Bay, no wonder San Diego County attracts people who enjoy getting out and exploring all the region has to offer. Wildlife is also a big part of the county's allure, be it a raptor spotted on a trail or an orca ogled at SeaWorld, a giraffe spied at the Wild Animal Park or a gorilla glimpsed at Balboa Park's San Diego Zoo. As the second-largest city in the state, San Diego is also an urban playground. It draws out-of-towners and locals alike to the restaurants and late-night music scene along Fifth Avenue in the Gaslamp Quarter, baseball fans to PETCO Park, and culture lovers to numerous world-class museums and theaters.

SAN DIEGO ZOO
Polar bears take a
dip in a private pool.



san diego county top ten

- San Diego Padres game, San Diego.** Root for the home team at PETCO Park, the Padres' awesome downtown stadium. The season runs from April to October. INFO: 888/697-2373
- Del Mar Thoroughbred Club, Del Mar.** Get gussied up and play the ponies with San Diego's horsey set at this old-guard track where Seabiscuit ran some of his best races. The season runs July through September. INFO: 858/755-1141
- Warner Springs Ranch, Warner Springs.** Ride horses, hike the Pacific Crest Trail, dip into the hot-springs pool, or do rounds of world-class golf at this establishment that dates back to 1844. INFO: 760/782-4200
- San Diego Zoo's Wild Animal Park, Escondido.** Herds of giraffe, zebra, rhino, and other exotic animals roam the 1,800-acre park. Come in spring to see the newborns. INFO: 760/747-8702
- Timkin Museum of Art, San Diego.** In a city known for its museums, the Timkin, with its European Old Masters and American art, stands out as one of the finest. And it's free. INFO: 619/239-5548
- Mission Beach, San Diego.** Windsurf, body board, take a swim, or just spread out a picnic on the sands of San Diego's most popular beach for locals and visitors. A biking and rollerblading path behind the beach stretches nearly 3 miles north to Pacific Beach. INFO: 619/276-8200
- LEGOLAND California, Carlsbad.** The kids' rides are fun, but the real standouts are the sculptures, including New York City's skyline, made entirely of LEGO blocks. INFO: 760/918-5346
- Cedros Design District, Solana Beach.** Thinking of redecorating? Pick up tips on California style from these fashion-forward design studios and boutiques. INFO: 858/755-0444
- The Flower Fields, Carlsbad.** From March to May, nearly 50 acres of Giant Tecolote Ranunculus burst into brilliant bloom at this perfect spot for photographing kids. INFO: 760/431-0352
- Marie Hitchcock Puppet Theater, San Diego.** Even if you don't have kids, these adorable Punch and Judy-style shows are a blast. INFO: 619/544-9203



CRYSTAL PIER
Cartwheel above the tide line near the historic pier.

FESTIVALS

MARCH Kiwanis Ocean Beach Kite Festival, Ocean Beach. Learn how to make and decorate a kite, then watch the experts compete at the oldest continuously running kite festival in the United States. Mar 3. INFO: 858/274-2016

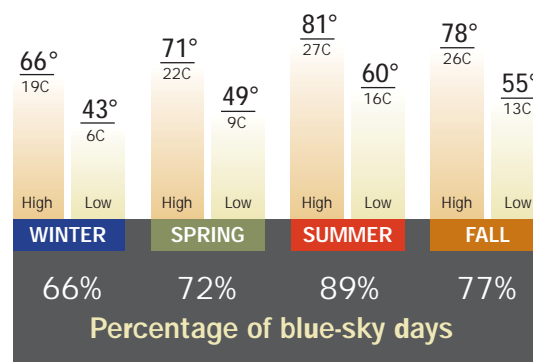
APRIL Wings Over Gillespie Air Show, El Cajon. Feeling brave? Take a flight in a B-17 Flying Fortress. A love of speed, adventure, and breaking the bonds of gravity brings aerobatic flyers and airplane enthusiasts to this small-town air show. Apr 20-22. INFO: 888/215-7000

MAY Old Town Fiesta Cinco de Mayo, San Diego. The Spanish-style adobes of Old Town State Historic Park set the perfect mood for the huge, colorful party with live music and a variety of regional cuisine. May 5-6. INFO: 619/260-1700

JUNE International Gourd Art Festival, Fallbrook. More than 50 exhibitors show exquisitely carved gourds as both musical instruments and gorgeous art pieces. A real Hawaiian luau rounds out the festivities. Jun 23-24. INFO: 760/728-4588

SEPTEMBER Julian Grape Stomp Festa, Julian. Stain your feet at this old-fashioned grape stomp, which includes a bambini barrel for children. Everyone gets into the music of the live Italian band. Sep 1. INFO: 760/765-1857

Average Temperature Range



SHASTA CASCADE

CATCH A TROUT | CLIMB LASSEN PEAK
DIVE OFF A HOUSEBOAT | TOUR SHASTA DAM

please lighten branch area
so subhead is readable



BIG CHICO CREEK
Cool off beneath leafy shade
in Chico's Bidwell Park.

When you explore the incomparable Shasta Cascade region, you can focus on the many sights that lie along I-5, or wind along the region's remarkable back roads. For those who want to stay close to the interstate, a visit to the historic Victorians and adobes in Red Bluff is a must; if you're there in spring, see the Red Bluff Round-Up rodeo. To the north is Redding, where Turtle Bay Exploration Park is a new regional-history and cultural museum on the banks of the Sacramento River. Then head through Shasta-Trinity National Forest and Mount Shasta. Nearby is charming Yreka—with a nationally registered historic district of Victorian homes. And to the east is the rugged Cascade Range.

There are fascinating sights beyond the interstate too. East of Redding is Lassen Peak, an active volcano that last erupted around 1917. Shasta Lake is a houseboating and waterskiing mecca, with some 370 miles of shoreline to roam. And don't miss the drive west of Redding up Scenic Highway 299, which passes icy streams before hitting Weaverville—the site of a lovely 19th-century Chinese temple and the Joss House.

Head northeast from Redding and you'll find the incredible caves of Lava Beds National Monument. Don't miss Plumas County's trout-filled streams and gorgeous golf courses. Near Burney you'll find a misty 129-foot waterfall. Whichever route you take, scenic sights are as plentiful as pinecones in the Shasta Cascade region.



shasta cascade top ten

- 1. Sierra Nevada Brewing Co., Chico.** After touring this supercool brewery, sit down for a frosty mug of lager or ale over lunch in the taproom. INFO: 530/893-3520
- 2. Shasta Lake.** Cast a line for rainbow trout, scan the sky for bald eagles, skitter across the waves aboard a ski boat, or just kick back with friends on a cushy houseboat. INFO: 800/474-2782
- 3. Sacramento Discovery Center & Garden, Red Bluff.** This 488-acre "Watchable Wildlife Site" on the Sacramento River invites exploration with walking trails, grasslands, wetlands, woodlands, more than 125 species of birds, and a California native plant garden. INFO: 530/527-1196
- 4. Lassen Volcanic National Park, Mineral.** Make a summer or autumn hike past boiling pools and steam vents, then scale the volcano that left behind giant lava fields and painted dunes (roads closed in winter). INFO: 530/595-4444
- 5. Mt. Shasta.** If you can't start at 1 a.m. to make the round-trip climb to the summit in a day, drive Everett Memorial Highway for mesmerizing views of the snowcapped peak. INFO: 530/926-3850
- 6. Oregon City, Oroville.** A party of Oregonians settled this city in 1848, captained by California's first civil governor, Peter H. Burnett. Drive across California's last "official" covered bridge to visit this historic sight. INFO: 800/655-4653
- 7. Joss House State Historic Park, Weaverville.** California's oldest continuously operating Chinese temple displays sacred art and provocative historical exhibits on the role Chinese played in early California. INFO: 530/623-5284
- 8. Sundial Bridge at Turtle Bay, Redding.** Spend the day playing at the surrounding Turtle Bay Exploration Park, then watch the sunset from the bridge, a stunning sight. INFO: 800/887-8532
- 9. Whitewater rafting, Trinity River.** Splash through Class III rapids on a trip down the Trinity; the put-in is at Big Bar, just south of Willow Creek. INFO: 800/487-4648
- 10. Castle Craggs State Park, Castella.** Craggy spires of granite jut 6,500 feet above the Sacramento River. Hike to the top for stunning views of Mt. Shasta. INFO: 530/235-2684

FESTIVALS

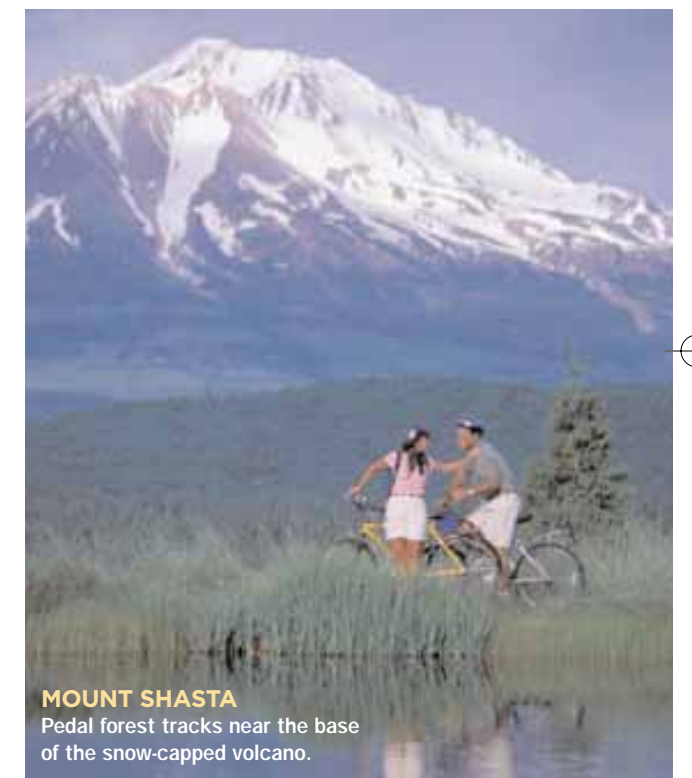
MAY Whiskeytown Regatta, Redding. More than 150 sailing vessels race across the choppy blue waters of Whiskeytown Lake in this classic sailboat regatta. May 26-27. INFO: 530/225-4100

JULY High Sierra Music Festival, Quincy. Enjoy an eclectic and creative range of music—from acoustic folk and down-home bluegrass to high-energy funk and skillfully improvised jazz—in the majestic Sierra of Northern California. July 5-8. INFO: 510/420-1529

SEPTEMBER Wings of the Warners Festival, Alturas. Spot sandhill cranes and other fascinating waterfowl at this festival honoring their annual southward migration, with bird-banding demonstrations and a craft fair. Sep 15-16. INFO: 530/233-3572

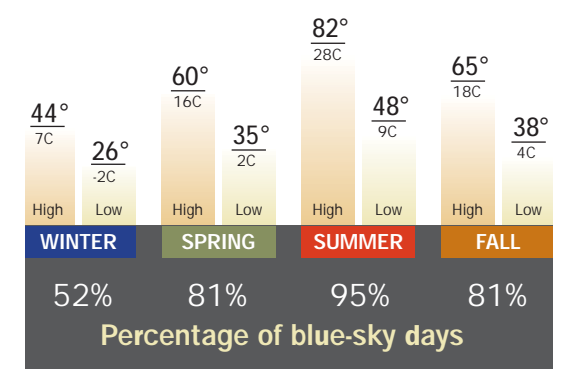
SEPTEMBER Rails to Trails Festival, Susanville. Celebrate Lassen County's history with railroad-handcar races, a chili cook-off, live music, and mountain-bike rides along decommissioned rail lines through spectacular mountain terrain. Sep 28-30. INFO: 530/257-3252

OCTOBER Western Open Fiddle Championship, Red Bluff. Fiddle players come from across America to compete at this toe-tapping festival, which kicks off with a big, old-fashioned dance. Oct 25-27. INFO: 800/655-6225



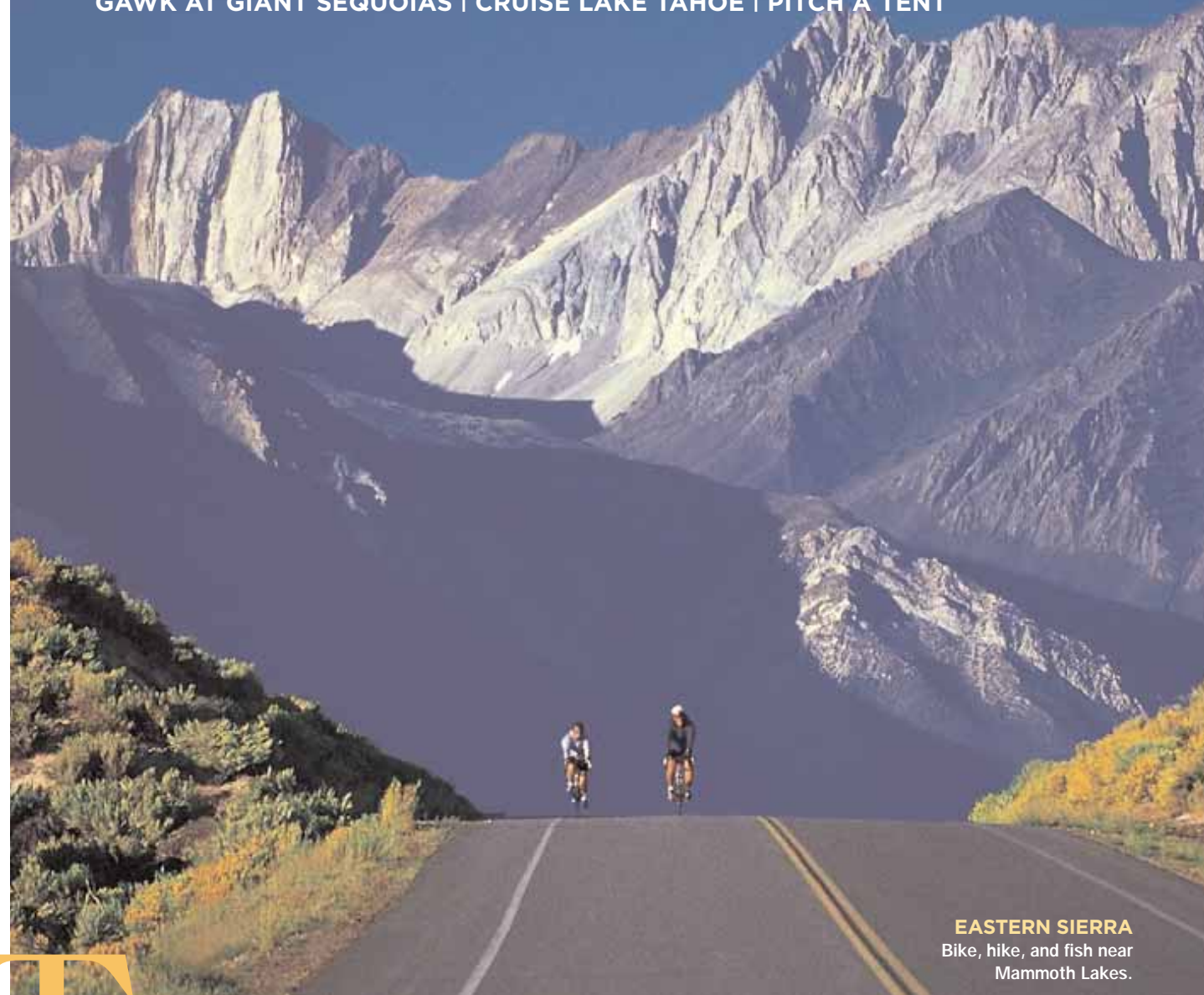
MOUNT SHASTA
Pedal forest tracks near the base
of the snow-capped volcano.

Average Temperature Range



HIGH SIERRA

BIKE FOREST TRAILS | PICNIC BY A LAKE | TOUR A GHOST TOWN
GAWK AT GIANT SEQUOIAS | CRUISE LAKE TAHOE | PITCH A TENT



EASTERN SIERRA
Bike, hike, and fish near
Mammoth Lakes.

The majestic subject of many Ansel Adams photographs, the Sierra Nevada mountain range is a **geologic** wonder that stretches from the Nevada border north of Lake Tahoe down to the foothills east of Bakersfield. It's home to three national parks—the glacier-carved canyons and “big tree” forests of Sequoia and Kings Canyon, as well as spectacular Yosemite. Numerous ski resorts and alpine lakes, including that natural wonder of the west,

Lake Tahoe, are here, as well.

Near Lee Vining, the eastern entrance to Yosemite, is Mono Lake, a briny inland sea with mineral towers rising out of waters filled with tiny shrimp. South of here is the recreation community of Mammoth Lakes, which offers some of the state's best skiing, fishing, and mountain biking. On the western slopes of the Sierra, dozens of rivers and streams wind their way through granite into deep blue pools—Huntington,

Shaver, and Bass lakes being three of the most popular. At the southern end of the range, the mighty Kern River runs from the base of Mt. Whitney (the tallest peak in the continental United States) to the farm fields below. It's known not only for white-water challenges but also for diverse and abundant wildlife. Indeed, with almost 200 nesting species of birds, the surrounding Kern River Valley is considered one of the finest riparian birding habitats in the nation.



high sierra top ten

- 1. Sierra Heritage Scenic Byway, Fresno County.** A memorable journey along Highway 168 leads past a Sierra Nevada landscape of granite walls and domes to four-season recreation at Shaver and Huntington lakes. INFO: 559/262-4271
- 2. Kern River Valley, Kernville.** The wild and scenic Kern River, headwatered at majestic Mt. Whitney, is a mecca for those who love adventure. Beginners and professionals alike flock to its world-class rapids. INFO: 760/379-5236
- 3. Erick Schat's Bakkerij, Bishop.** Load up on great sandwiches and baked goods at the “Home of the Original Shepherd Bread,” baked continuously since 1907. Then head off to challenge the catch-and-release wild trout section of the Owens River. INFO: 760/873-7156
- 4. Bodie State Historic Park, Bridgeport.** The wind howls through dilapidated wooden shacks in this bona fide ghost town. In winter, ski or snowshoe in, and have the ghosts to yourself. INFO: 760/647-6445
- 5. Ascend Moro Rock, Sequoia National Park.** Climb the stairs cut into this enormous granite monolith. At the top, look down a whopping 4,000 vertical feet. INFO: 559/565-3134
- 6. Yosemite Valley, Yosemite National Park.** Three-thousand-foot-high granite walls surround you, while towering waterfalls (best in spring) thunder in the distance. For summer through fall bird's-eye views, head up to Glacier Point. INFO: 209/372-0200
- 7. South Tufa Trail, Mono Lake.** Giant spires of calcium carbonate, called tufa, rise above salty Mono Lake; migratory birds crowd the sky in late summer. INFO: 760/647-3044
- 8. Lake Tahoe.** Mark Twain called the world's largest alpine lake, “the fairest picture the whole earth affords.” Kayak the shoreline or, for the best views, ride the Gondola at Heavenly in a downhill-facing seat. INFO: 775/586-7000
- 9. Calaveras Big Trees State Park, Arnold.** Contemplate the ages as you hike (snowshoe in winter) among giant sequoias, enjoying the cathedral-like calm beneath the world's largest living things. INFO: 209/795-2334
- 10. Mountain bike down Mammoth Mountain, Mammoth Lakes.** Ride the gondola to the scenic, 11,053-foot-high summit of sky-punching Mammoth Mountain, then bike down 2,153 vertical feet to the base. INFO: 760/934-2571



YOSEMITE NATIONAL PARK
Relax in the Ahwahnee Hotel.

FESTIVALS

MARCH North Lake Tahoe Snow Festival, Tahoe City. A torchlit ski parade down Squaw Valley USA (site of the 1960 Winter Olympics) kicks off ten days of events celebrating the snow. Mar 2–11. INFO: 530/583-7167

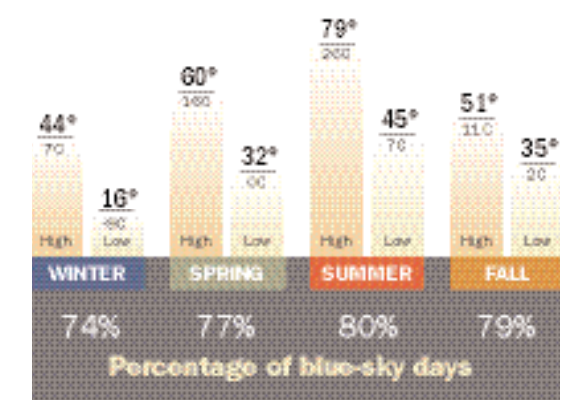
JULY Tour of the California Alps, Markleeville. Nicknamed the Death Ride, this 129-mile bike race ascends an amazing 15,000-plus total feet of vertical terrain as it traverses some of the Sierra's highest peaks. Jul 14. INFO: 530/694-2475

AUGUST Festival of Beers and Bluesapalooza, Mammoth Lakes. The Eastern High Sierra's craggy peaks look enough like the Alps you'll feel you're at Oktoberfest (until the music starts). Aug 3–4. INFO: 760/934-0606

AUGUST Indian Fair Days and Powwow, North Fork. The year's most colorful tribal event celebrates the coming harvest, with traditional Native American dancing, drumming, food, and song. Aug 4–5. INFO: 559/877-2115

SEPTEMBER Art Bark Fest, Squaw Valley. The nation's only animal-theme arts and wine festival elevates canines to cult status with special jewelry and paintings designed to honor Fido; proceeds benefit the local Humane Society and rescue K9 patrol. Sep 15–16. INFO: 877/464-3364

Average Temperature Range



GOLD COUNTRY

RAFT A RIVER | PAN FOR GOLD | DRIVE HIGHWAY 49
BOO A MELODRAMA VILLAIN | DELIGHT IN DAFFODILS

leaves under head to
be replaced by sky

SHENANDOAH VALLEY
Explore Amador County's
premium wine region.

California's past is everywhere in the centrally located Gold Country. Tour the historic district of Old Sacramento (aka Old Sac), which sprang up almost overnight after the discovery of gold at Sutter's Sawmill in 1848. Or descend on Angels Camp, perhaps most famous as the setting of Mark Twain's famous short story, "The Celebrated Jumping Frog of Calaveras County." Here locals celebrate their literary heritage with a festival and frog-jumping contest every May.

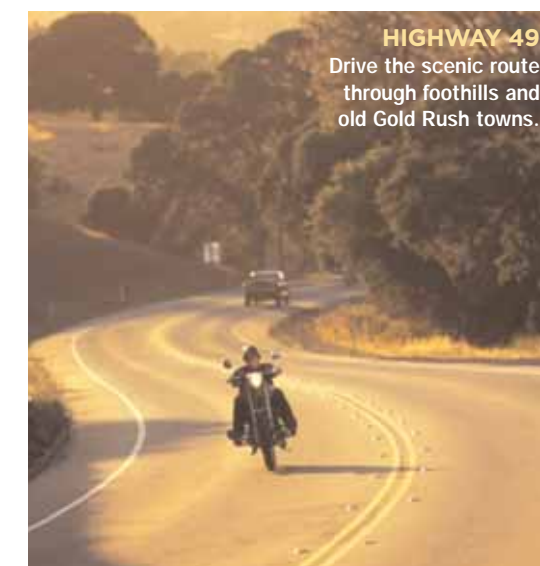
In fact, you'll find some sort of festival celebrating the region's Gold Rush history throughout the year. Along Highway 49, which zig-zags along the western slope of the Sierra Nevada, are some of the oldest and most picturesque towns in the Gold Country. Among them are Coloma, site of the Marshall Gold Discovery State Historic Park, Sutter Creek, with good choices for dining and shopping, and the little mountain town of Downieville

(population 350) with its Gold Rush-era buildings lining the boardwalk along Main Street. Another Main Street worth a visit can be found in Jamestown, home of the 1859 Historic National Hotel, which offers bed-and-breakfast lodgings in only nine rooms but dinner to all comers. And if these Western buildings look familiar, perhaps it's because they have been used as sets for movies like *Butch Cassidy and the Sundance Kid*.



gold country top ten

- 1. California State Railroad Museum, Sacramento.** Learn how the trans-continental railroad transformed the West at this must-see museum treasury of giant locomotives and historic rail cars. INFO: 916/323-9280
- 2. California State Capitol, Sacramento.** Marvel at the complex detail work of the 120-foot-high gilded dome, watch the legislature at work, then smell the roses in the manicured gardens outside. INFO: 916/324-0333
- 3. Climb the Sierra Buttes, Sierra City.** Towering craggy buttes rise 3,000 feet above town; don't look down as you ascend the final 176 steps to the top! INFO: 530/265-4531
- 4. Pan for gold, Coloma.** Try your luck at the spot where the Gold Rush was born, now enshrined at Marshall Gold Discovery State Historic Park. Plan a picnic along the shady banks of the South Fork of the American River. INFO: 530/622-3470
- 5. Bike downhill, Downieville.** Sharpen your cycling technical skills to descend nearly 5,000 feet in 15 miles along one of America's best downhill mountain-biking routes. INFO: 530/289-3010
- 6. Descend a mine shaft, Grass Valley.** Check out 150-year-old machinery, tour stately buildings, and peer underground, at the impeccably maintained Empire Mine State Historic Park. INFO: 530/273-8522
- 7. Folsom Powerhouse State Historic Park, Folsom.** A tremendous engineering marvel in 1895, the powerhouse transmitted electricity over long-distance lines for the first time in history, providing power to Sacramento. INFO: 916/985-4843
- 8. Columbia State Historic Park, Columbia.** Time-travel at this perfectly preserved Gold Rush-era town, where costumed shopkeepers keep it functioning as it did 150 years ago. INFO: 209/588-9128
- 9. Browse shops, Sutter Creek.** Wander into century-old buildings, now converted into small shops and galleries, along the main street of this picturesque little town. INFO: 800/400-0305
- 10. Wine tasting, Amador County.** The foothills of the Sierra Nevada have the perfect grape-growing climate. Sample the full berry flavor and earthy, regional character of Zinfandel at this county's backroad wineries. INFO: 888/655-8614



FESTIVALS

JANUARY Wild & Scenic Environmental Film Festival, Nevada City. The largest of its kind in the West, the festival spotlights environmental films, particularly those that inspire and uplift. Jan 12-14. INFO: 530/265-5961

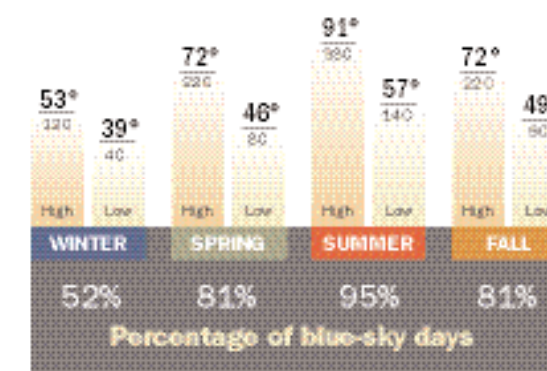
JANUARY Gold Discovery Day, Coloma. Attend the annual commemoration of the 1848 discovery of gold at Sutter's Mill, the event that so dramatically shifted California history. Jan 20. INFO: 530/622-3470

MAY Lone Homecoming, Lone. Geared especially toward families, Lone's 131st annual homecoming weekend features a frog-jumping contest, pancake breakfast, team roping, a soapbox derby, and of course a parade. May 11-13. INFO: 209/418-8211

AUGUST California State Fair, Sacramento. If you've never attended a state fair, this is the one to see, with exhibits and competitions showcasing California's finest, from agriculture to zoology. Aug 10-Sep 3. INFO: 916/263-3247

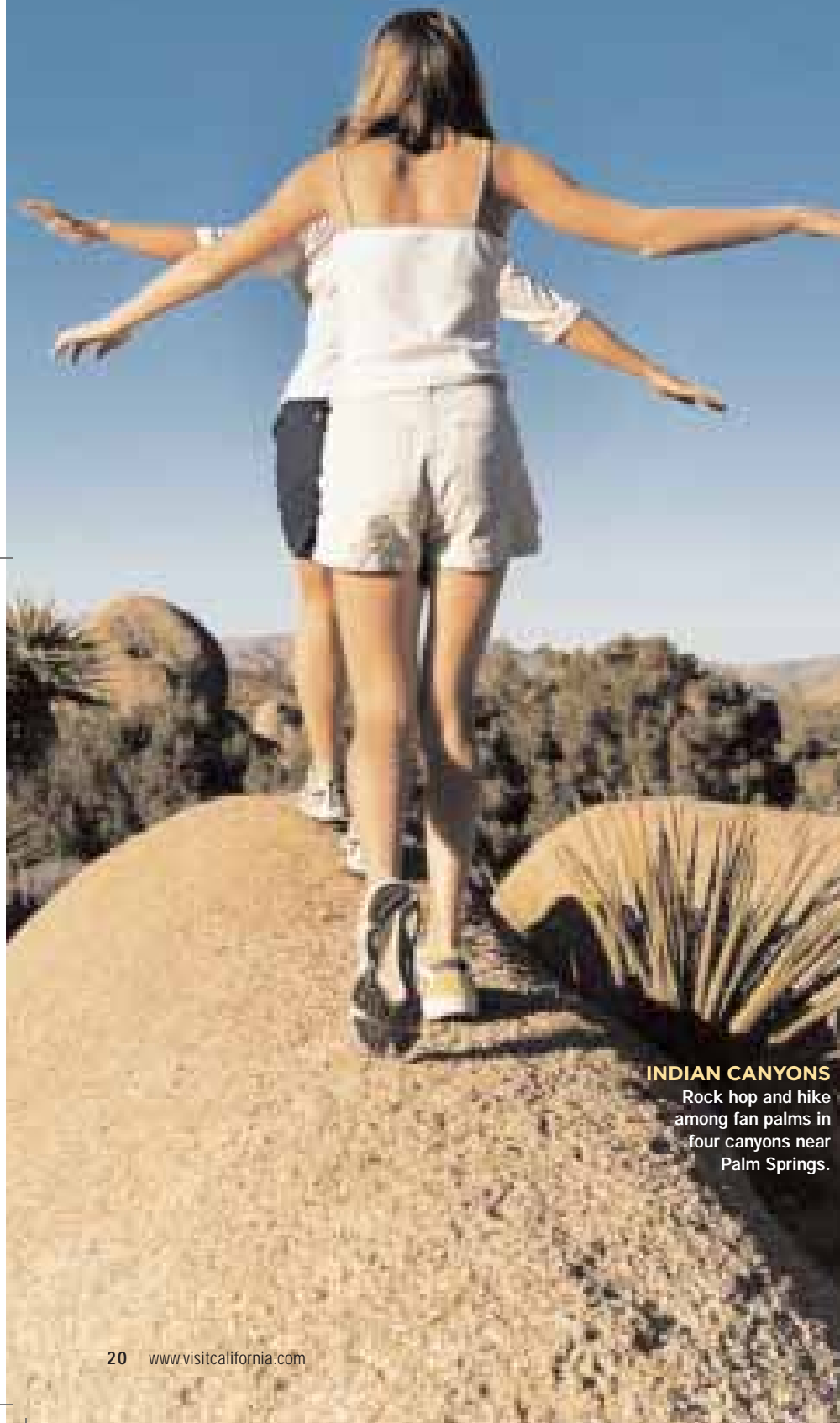
NOVEMBER Cowpoke Poetry Fall Gathering, Loomis. Don your cowboy boots for days filled with cowboy poetry and storytelling, and evenings of contemporary cowboy tunes and old-style country and western music. Nov 9-10. INFO: 916/652-4480

Average Temperature Range



DESERTS

TASTE INDIO DATES | CANOE THE COLORADO
PLAY GOLF | CHILL IN PALM SPRINGS



INDIAN CANYONS
Rock hop and hike
among fan palms in
four canyons near
Palm Springs.

Running along the eastern edge of the state for half its length, California's seductive deserts are enigmatic and surprisingly varied. To the north, on the eastern side of the Sierra rain shadow, is Badwater in Death Valley National Park. It's the lowest spot in the Western Hemisphere and a fabulist's terrain of painted canyons, alkali flats, sand dunes, and one-of-a-kind geological formations with evocative names like Devil's Golf Course and Gnomes' Workshop. Less than 100 miles southeast is the high-desert terrain of Mojave, a major recreation area. The southernmost end of the Mojave extends into Joshua Tree National Park, popular with the campers, SUV-ers, and rock climbers who scramble up balding knobs poking out of the desert wilderness. And nearest to the population centers of San Diego County are the enchanting landscapes of Anza-Borrego Desert State Park.

Between Anza-Borrego and Joshua Tree is the Coachella Valley. From the air, it looks like an oasis of blue swimming pools and emerald fairways, thanks to the string of resorts that run from Two Bunch Palms (a Hollywood hideaway in Desert Hot Springs), to the venerable La Quinta, which dates from 1926. While golf and hanging by the pool are obviously the two most popular activities, there's plenty else to do—from cool hikes in the Indian Canyons at Palm Springs to blackjack and poker in a local casino.

X

cerro ghost town
TK



10

deserts top ten

- 1. Villagefest, Palm Springs.** Meet the locals on Thursday evenings, when Palm Canyon Drive closes to motor traffic for a downtown farmers market, with musicians, artisans, and craftspeople. INFO: 760/320-3781
- 2. Cerro Gordo Ghost Town, Keeler.** Here in the Inyo Mountains, perched high above Owens Valley, you can bed down with your closest friends, and a few resident ghosts. INFO: 760/876-5030
- 3. Twentynine Palms Inn, Twentynine Palms.** A natural oasis on 30 acres nurtured by the same family since 1928, the Inn offers unique adobe bungalows, poolside bar, and a restaurant featuring homegrown fruits and vegetables. INFO: 760/367-3505
- 4. Red Rock Canyon State Park, Cantil.** After wet winters, the park's floral displays are stunning. The beauty of the desert in spring, combined with its geologic features, make this park a favorite campers' destination. INFO: 661/942-0662
- 5. "Official Center of the World," Felicity.** A children's book, *COE the Good Dragon at the Center of the World*, led to the 1985 law setting the official center of the world at the precise point inside a pyramid constructed at Felicity. INFO: 760/572-0100
- 6. La Casa del Zorro Desert Resort, Borrego Springs.** As if tennis and golf weren't enough, this Four-Diamond, Four-Star resort in the heart of Anza-Borrego Desert State Park has five pools, including one just for families. INFO: 800/824-1884
- 7. Sample Indio dates.** Do a taste test to find your favorite variety of the local sweet specialty, dates (see festival details below). Stop at roadside stands along State Route 86 or 111. INFO: 760/347-0676
- 8. Appreciate modernism, Palm Springs.** There's no finer place in America for mid-century modern architecture than here. See it on a guided outing with Palm Springs Modern Tours. INFO: 760/318-6118
- 9. Death Valley National Park.** Watch the sun rise from Zabriskie Point, then stand near the lowest spot in the continental United States—Badwater is 282 feet below sea level. INFO: 760/786-233
- 10. Joshua Tree National Park.** Skitter across giant boulders, tour Keys Ranch, and pose for snapshots with the park's eponymous trees, which resemble something from a Dr. Seuss book. INFO: 760-367-5500

FESTIVALS

FEBRUARY Carrot Festival, Holtville. Celebrate the culinary and agricultural contributions of the humble carrot, with cooking contest, arts and crafts, an old-fashioned midway, and antique car show. Feb 2–11. INFO: 760/356-2923

FEBRUARY Riverside County Fair and National Date Festival, Indio. Livestock auctions, carnival rides, and traditional county-fair events play a major role, but the real stars here are the dates. Feb 16–25. INFO: 760/863-8247

MARCH Desert Swing 'n' Dixie Jazz Festival, Palm Springs. Three days of dancing, Dixieland, and traditional jazz music also include a roof-raising jazz-gospel session on Sunday. Mar 9–11. INFO: 760/322-8530

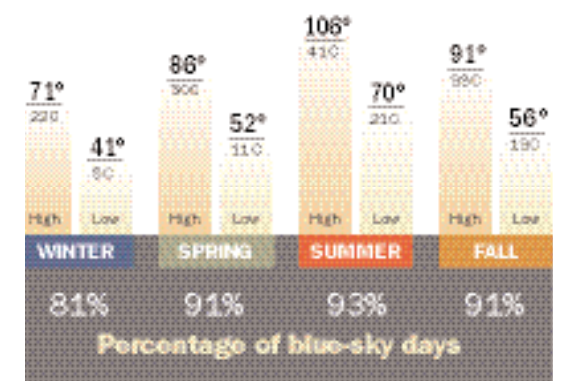
APRIL Coachella Valley Music and Arts Festival, Indio. The valley hosts one of America's most cutting-edge music festivals, with a line-up of alternative rock greats drawing huge crowds. Book early. Call for dates. INFO: 323/930-7199

OCTOBER–NOVEMBER Morongo Basin Open Studio Art Tours, Joshua Tree. Artists in the desert communities open their studios to the general public for ten days. Oct 26–Nov 4. INFO: 760/361-1805



OASIS WATER RESORT
Get wet in Palm Springs on
the park's 13 waterslides.

Average Temperature Range



CENTRAL VALLEY

JUMP IN A LAKE | SHOP ROADSIDE FARM STANDS | SIP PORT WINE
EXPLORE AFRICAN AMERICAN HISTORY | BOAT THE DELTA | SPOT WILDLIFE



DELTA HOUSEBOATS
Savor the sunset from
a roof-top deck.

The verdant Central Valley is known as California's breadbasket because of the endless miles of fruit orchards, vineyards, tomato fields, and a wide array of other crops. Stretching from Orland to Tehachapi, this wide-open agricultural region is home to self-made millionaire cattlemen, hard-working farmers, low-flying crop dusters, and country-music legends like Merle Haggard and Buck Owens. Much of the region's agricultural products head to market day and night, up and down busy Interstate 5 and Historic State Highway 99. But if you make time to mosey down the many country roads around Stockton, Fresno, or Modesto, you'll find U-pick fields and countless roadside farm-

stands from which to buy everything from jars of homemade marinated artichoke hearts to garlands of garlic.

This is not to say agriculture is the valley's only attraction. This long finger of fertile land is bounded by the coastal mountain ranges to the west and the slope of the Sierra Nevada to the east, which means that you can raft or houseboat on any number of rivers and waterways—from the Kern to the Stanislaus to the Delta. After exploring the valley's aquatic side, catch a glimpse of the wildlife that's also drawn here. Two good spots include the Sacramento National Wildlife Refuge in Willows and, in spring, the Carrizo Plain National Monument near Maricopa.



MADERA WINE TRAIL
Sip a Syrah at
Chateau Lasgoity.



central valley top ten

- 1. Speedway racing, Bakersfield.** Hear engines roar, tires squeal, and crowds cheer at one of Bakersfield's famous raceways; the season generally runs March to November. INFO: 661/393-3373
- 2. Downtown Hanford.** Snap pictures of the postcard-ready historic buildings around Courthouse Square. Come on the weekend, and the whole family can ride an antique carousel. INFO: 559/582-5024
- 3. Forestiere Underground Gardens, Fresno.** Marvel at a 10-acre subterranean series of caves with sky-lights where Baldasare Forestiere created his fantastical underground garden and living quarters. INFO: 559/271-0734
- 4. Granzella's Deli, Williams.** Stock up on some of the valley's best picnic supplies, including terrific cheeses and fantastic olives (the jalapeño-stuffed variety is a knockout). INFO: 530/473-5496
- 5. Colonel Allensworth State Historic Park, Earlimart.** See the remnants of the only town in California ever to be founded, financed, and governed entirely by African Americans. INFO: 661/849-3433
- 6. Kern National Wildlife Refuge.** Bring field glasses to spot snowy egrets and migrating waterfowl at one of the Central Valley's last remaining wetlands. INFO: 661/725-2767
- 7. Rent a houseboat, California Delta.** Summer is the season to ply the meandering waters of the Delta aboard your very own houseboat. INFO: 916/777-4041
- 8. Lodi Wine Trail.** The Central Valley is one of California's major wine-growing regions, and Lodi is known for its Zinfandel wines. Sample them along this route, then check into the spa at the Wine & Roses. INFO: 209/367-7840
- 9. Locke.** In America's first community built entirely by and for Chinese immigrants, eerily beautiful, 19th-century weather-beaten wooden structures stand in a state of arrested decay. INFO: 916/776-1661
- 10. Hedrick Ag History Center, Woodland.** Check out the world's largest collection of agricultural equipment, from threshers and balers to way-cool antique tractors and vintage trucks. INFO: 530/666-9700



TOWER DISTRICT
Prowl Fresno's hipster
neighborhood.

FESTIVALS

MARCH Bok Kai Festival, Marysville. Fireworks crackle and pop at the 127th anniversary of this homegrown Chinatown party, with a fabulous parade featuring a 150-foot-long golden dragon. The festival opens with a 5K run/walk. Mar 24-25. INFO: 530/674-3413

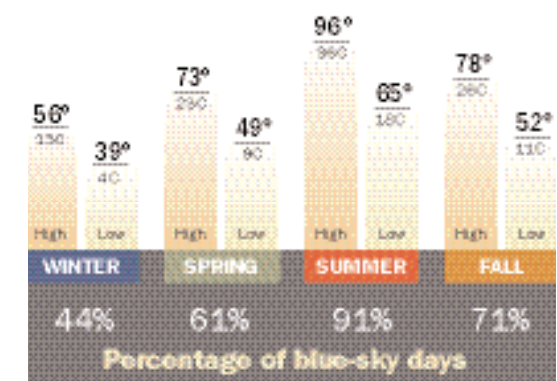
APRIL California Antique Farm Equipment Show, Tulare. Study the wonderful collection of vintage tractors and unusual ag equipment, then head next door to the Best of the Valley quilt show. Apr 21-22. INFO: 800/999-9186

AUGUST Tomato Festival and West Coast Barbecue Championship, Fairfield. Sample from an astounding 50 varieties of heirloom tomatoes, then watch smoke fill the air as 25 teams square off in the barbecue competition. Aug 11. INFO: 707/422-0103

SEPTEMBER Kern County Fair, Bakersfield. This classic state fair showcases terrific agricultural competitions and thrilling rides, as well as free-with-admission concerts featuring first-rate performances by popular headliners. Sep 26-Oct 7. INFO: 661/833-4900

NOVEMBER Shinzen Cultural Faire, Fresno. The exquisite Shinzen Japanese Garden hosts an array of Japanese cultural activities in early November, including tea ceremonies, flower arranging, and martial arts. Nov 3. INFO: 559/226-8034

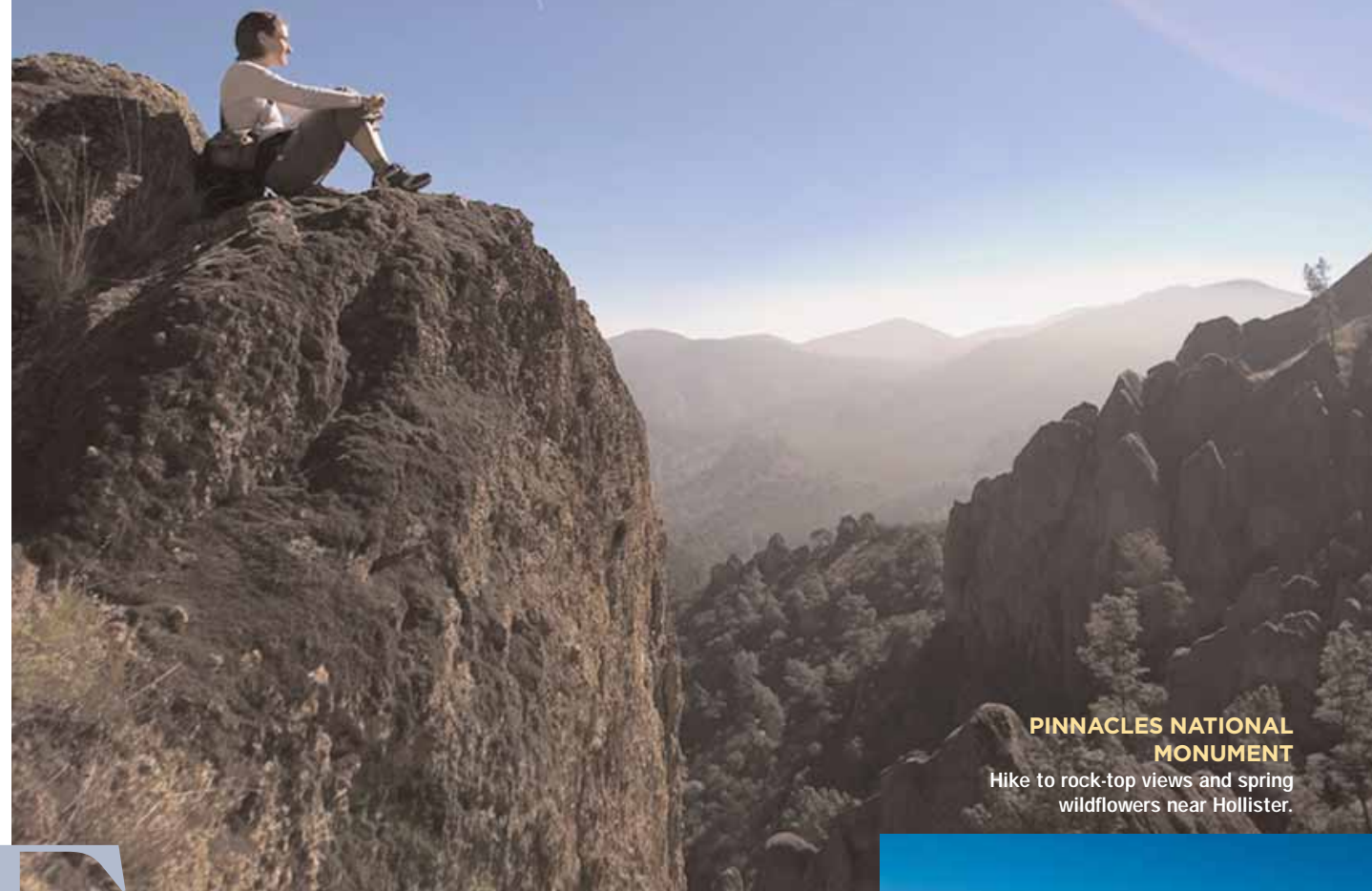
Average Temperature Range



CENTRAL COAST

KAYAK ON THE OCEAN | CLIMB VOLCANIC PINNACLES | SIP A PINOT NOIR
EXPLORE HEARST CASTLE | STROLL A SANDY BEACH | SAVOR AN AVOCADO

photo: please
extend sky



PINNACLES NATIONAL MONUMENT
Hike to rock-top views and spring wildflowers near Hollister.

From the stunning array of aquatic life around Monterey to the range of rare wildlife on the five unspoiled Channel Islands, the Central Coast is a nature-lover's heaven. Sea otters tease kayakers exploring a craggy coastline. Pods of majestic gray whales can be spotted offshore in winter as they make their annual migration south to the warm waters of Mexico.

The months from October to March are when tens of thousands of delicate Monarch butterflies cling to protected eucalyptus trees in Pacific Grove, Pismo Beach, Morro Bay, and Montaña de Oro State Park; also enormous elephant seals—some weighing up to 5,000 pounds—gather and mate along the northern

coastline of Piedras Blancas.

For culture lovers, world-class wineries and vineyards dot the region from north to south. And almost equidistant between San Francisco and Los Angeles stands fabulous Hearst Castle, the most popular non-theme-park attraction in the state.

A hundred miles farther south, cozily tucked in between a curving coast of white-sand beaches and the green foothills of the Santa Ynez Mountains, is Santa Barbara. The Mediterranean-style beach town is known for red-tile roofs and Spanish/Moorish architecture. The coastal drive from here down to Ventura along Highway 1 is positively sublime.

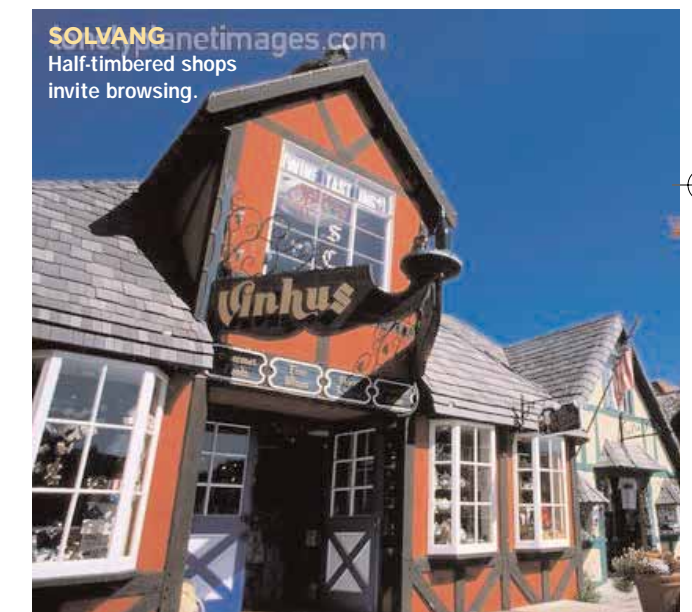


BIG SUR
Cruise above the shoreline on scenic Highway 1.

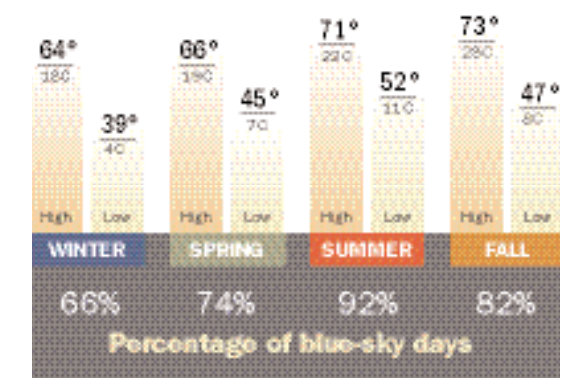


central coast top ten

- Sunset cocktails at The Biltmore.** Sip drinks while watching the sun slip into the surf at the majestic Four Seasons Resort The Biltmore, Santa Barbara's iconic seaside hotel. INFO: 805/969-2261
- National Steinbeck Center, Salinas.** Get to the heart of the Central Coast's cultural heritage at the Steinbeck Center, celebrating the region's number-one literary native son, John Steinbeck. INFO: 831/775-4720
- Ronald W. Reagan Presidential Library & Museum, Simi Valley.** Climb aboard the former Air Force One and learn about Reagan's years as California's governor. INFO: 800/410-8354
- Channel Islands National Park.** Zip from Ventura to "America's Galapagos" aboard a high-speed, biodiesel-fueled catamaran. If you can't make that trip, definitely see the mainland visitor center in Ventura. INFO: 805/658-5730
- Monterey State Historic Park, Monterey.** Catch a glimpse of the 19th century, when Monterey was the California capital, as you tour well-preserved adobes and colorful gardens. INFO: 831/649-7118
- Shop Ocean Avenue, Carmel-by-the-Sea.** Amble down this enchanting, tree-lined street, and poke your head into hidden courtyards lined with shops, boutiques, and high-end art galleries. INFO: 800/550-4333
- Guadalupe-Nipomo Dunes Complex, Guadalupe.** Climb the highest beach dunes in the western United States, take a guided nature walk, and wander on a boardwalk out to the ocean. INFO: 805/343-2455
- Santa Ynez Valley.** Discover the charms of Santa Barbara County's wine country—made famous in the film *Sideways*—while sampling some of the state's best Pinot Noir. INFO: 800/563-3183
- Steak dinner at the Hitching Post, Casmalia.** Feast on Santa Maria-style BBQ, grilled over an oak-wood fire, at the original Western steakhouse in the middle of nowhere. Wear cowboy boots. The Hitching Post in Buellton was featured in the movie, *Sideways*. INFO: 805/937-6151
- Hearst Castle, San Simeon.** "The Enchanted Hill" high above the beach at San Simeon includes a magnificent 115-room main house, plus guesthouses, pools, and eight acres of cultivated gardens. INFO: 800/444-4445



Average Temperature Range



FESTIVALS

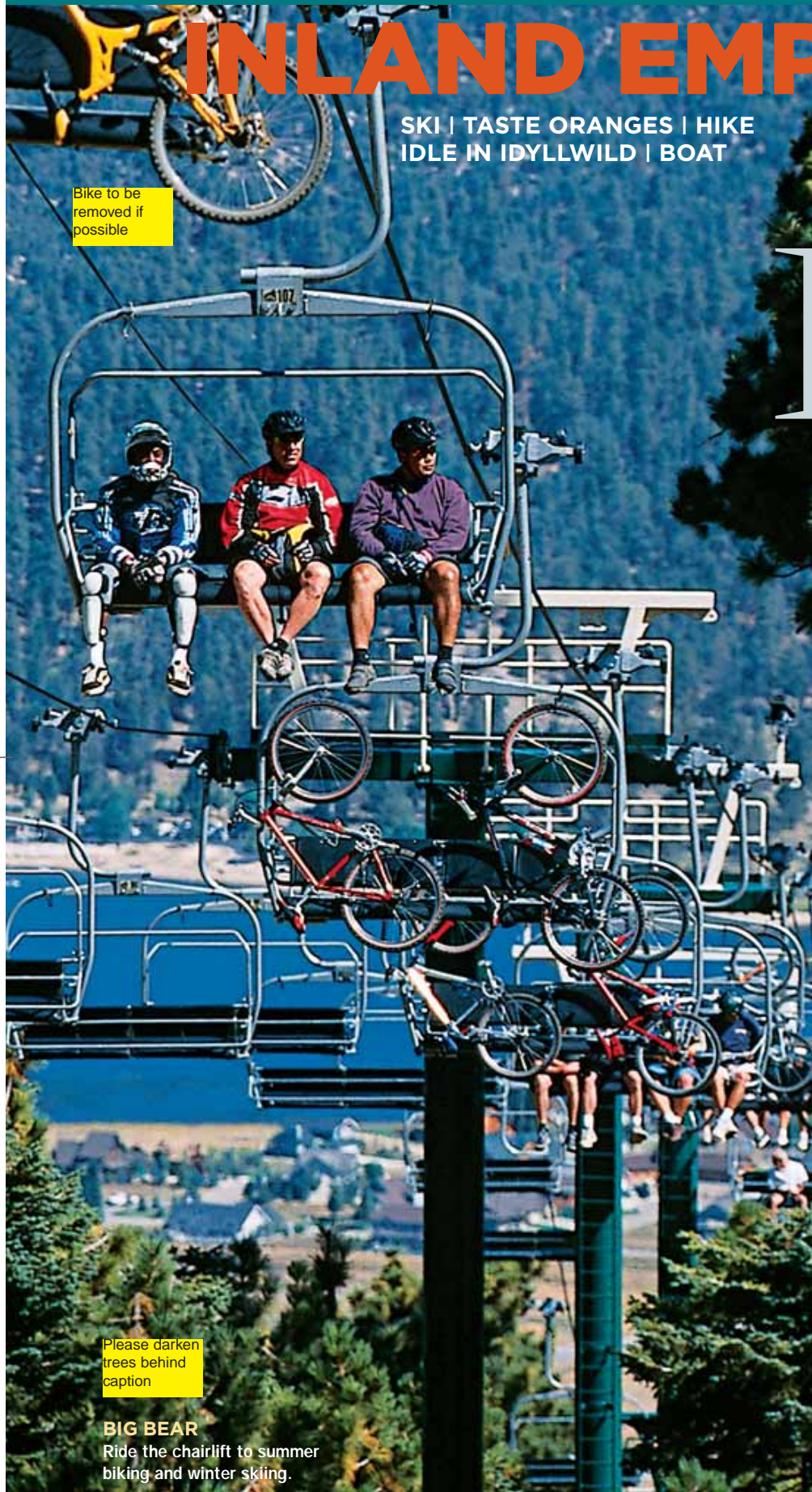
JANUARY Santa Barbara International Film Festival. This star-studded festival draws movie moguls from Los Angeles for a week of films, with main events held at the gorgeous single-screen Arlington Theater. Jan 25-Feb 4. INFO: 805/963-0023

MAY Hospice du Rhône, Paso Robles. The world's largest celebration of Rhône varietal wines (think Syrah) includes more than 100 wineries in a lighthearted competition in California's hot wine-growing region. May 3-5. INFO: 805/784-9543

MAY Cooking for Solutions, Monterey. After gazing at the sharks and other exhibits of Monterey Bay Aquarium, watch celeb chefs compete in an Iron Chef-style cook-off, while raising your awareness of environmentally sustainable seafood. Call for dates. INFO: 866/963-9644

SEPTEMBER Monterey Jazz Festival. This year marks the 50th anniversary of the world's longest-running jazz festival, with seven stages and more than 500 top-notch artists participating. Get your tickets early. Sep 21-23. INFO: 925/275-9255

OCTOBER British Motors Sports Car Concourse, San Juan Bautista. The sleek designs of British classics attract car-lovers of all kinds to this historic mission town. Oct 20-21. INFO: 831/623-2454



INLAND EMPIRE

SKI | TASTE ORANGES | HIKE
IDLE IN IDYLLWILD | BOAT

Riverside and neighboring San Bernardino Counties are the gateways to Southern California's deserts and mountains. To the north, towering above the aptly named Rim of the World Scenic Byway, are the alpine communities of Lake Arrowhead and Big Bear Lake, where you can ski or snowboard in winter and fish or sail in summer. To the south, a mountain range away, is the art community of Idyllwild. And in between are a number of quiet little foothill communities—Oak Glen among them—where you can pick your own peaches and pears in the summer and apples in the fall.

In fact, fruit has long played an important role around here. Back in the 1880s, the emotions of a great many folks back East were stirred up by artist renderings of the fruit-laden orange groves near Redlands set against a backdrop of snow-topped mountains. Today you can learn about the influence of citrus on the development of the state at California Citrus State Historic Park in Riverside. Farther south, around Temecula, the agrarian tradition thrives. Here you'll find a farm trail leading to fruit and produce stands, as well as to wineries.



inland empire top ten

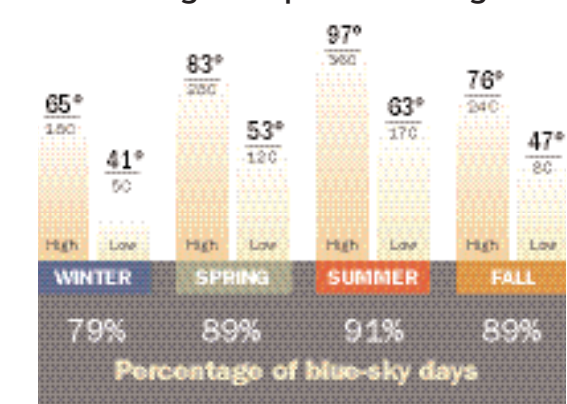
- 1. Antiques shopping, Old Town Temecula.** Before wine tasting in Temecula Valley, wander the wooden boardwalks and explore some of the hundreds of antique shops and boutiques tucked inside century-old buildings. INFO: 888/363-2852
- 2. Diamond Valley Lake Visitor Center, Hemet.** This visitor center, in an area known as the "valley of the mastodons," houses the largest adult mastodon unearthed in the western United States. INFO: 800/273-3430
- 3. California Citrus State Historic Park, Riverside.** Wander through shady groves of 75 varieties of citrus trees, and learn how citrus fruit altered the course of Southern California history. INFO: 951/780-6222
- 4. Graber Olive House, Ontario.** Sample giant, meaty olives, grown here since 1894. Pick up fancy foods in the gift shop for a picnic on the shaded lawns. INFO: 800/996-5483
- 5. Glen Ivy Hot Springs Spa, Corona.** Slather yourself in red-clay mud, lounge in the sun to bake it dry, shower amidst the rocks, then soak in the hot springs. INFO: 888/258-2683
- 6. National Historic Landmark Mission Inn, Riverside.** Riverside's iconic structure looks less like a 1902 hotel than a medieval castle, with turrets and domes, flying buttresses, and carillon towers. INFO: 951/788-9556
- 7. Thornton Winery, Temecula.** The specialty is sparkling wine at this lovely stone building set amid rolling hills. Schedule your trip to coincide with a winemaker dinner or summer jazz concert. INFO: 951/699-0099
- 8. Ice Castle Training Center, Lake Arrowhead.** Brush up on your freestyle technique in an open skate session on the same ice where Michelle Kwan trained. INFO: 909/337-0802
- 9. Big Bear Discovery Center, Big Bear Lake.** Get your bearings on the San Bernardino National Forest at this top-notch visitor center, where you can book naturalist-guided tours. INFO: 909/866-3437
- 10. Mile-high Idyllwild Village.** Wander the pretty streets of this alpine artists' colony, then head to Idyllwild Nature Center to learn about the San Jacinto mountains' flora and fauna. INFO: 951/659-3259



FESTIVALS

- JANUARY** Road to California Quilters Show, Ontario. You won't believe the diversity of the craft at California's largest quilt show, which features demonstrations, lectures, competitions, and classes in the art of quilting. Jan 18–21. INFO: 909/946-0020
- APRIL** Temecula Wine and Music Festival, Temecula. Sample the local vintages and varietals of this up-and-coming wine destination, then enjoy the rhythms and sounds of live jazz, pop, and R&B. Apr 28–29. INFO: 951/696-0184
- MAY** National Orange Show Festival, San Bernardino. The city goes all out to honor its roots as an orange-growing capital, with an enormous fair and events ranging from livestock judging to live wrestling. May 24–28. INFO: 909/888-6788
- JUNE** Huck Finn Jubilee, Victorville. Spend Father's Day weekend with the kids, riding in a hot-air balloon, tapping your toes to bluegrass, filling up on country-style vittles, and camping in a meadow. Jun 15–17. INFO: 951/780-8810
- SEPTEMBER–OCTOBER** Big Bear Lake Oktoberfest, Big Bear Lake. Though beer is a major focus of this six-weekend-long German festival, don't hesitate to bring the family; there's lots for kids to do too. Weekends, Sep 15–Oct 27. INFO: 909/585-3000

Average Temperature Range



INLAND EMPIRE

SKI | TASTE ORANGES | HIKE
IDLE IN IDYLLWILD | BOAT



BIG BEAR
Ride the chairlift to summer
biking and winter skiing.

FPO

Sample of photowork
to be done
(save for reference)



NORTH COAST

HIKE REDWOOD FORESTS | SIP PINOT NOIR
SHOP THE GALLERIES | CATCH SALMON

The coastal redwood empire that extends from Oregon's southern border to the B&B haven of Mendocino exudes a timeless grandeur. The frequent rain that sweeps in from the Pacific is important to the area's most famous inhabitants—the massive redwood trees that grow so tall and mighty you could drive your car through them. Some of these “ambassadors from another time,” as John Steinbeck called them, have been alive for more than 2,000 years. Just as important to this area as its trees is the craggy coastline, home to hundreds of species of birds. From the bluffs north of Trinidad you can spot migrating whales in winter and spring, and in Redwood National Park you can walk through glorious sanctuaries of old-growth forest, brilliantly lit by beams of sunlight. If you're lucky, you might even catch a glimpse of grazing elk or perhaps a black bear dining on huckleberries. Farther south is Ferndale, looking much the way it did 100 years ago, and known for its Victorian storefronts and homes.

Continue south to Lake County where quiet country roads take you through walnut groves, pear orchards, and vineyards. In summer, Sonoma County blossoms with more than 100 farms, many on Farm Trail routes and open to the public, selling artisan cheeses and just-picked fruits and vegetables. Sonoma County is also home to nearly 200 wineries, making this appellation one of California's premier wine-growing regions.

BLUE LAKE
Dip your toes in Blue Lake near Arcata.



north coast top ten

- 1. Healdsburg Town Square, Healdsburg.** Graze your way through Sonoma County's gastronomic capital: go from Plaza Farms, a local artisan producers' collective, to Downtown Bakery & Creamery, to the original Flying Goat Coffee. INFO: 707/433-2345
- 2. Fish the Smith River, Gasquet.** Cast for salmon and steelhead swimming up the last undammed U.S. waterway, in Smith River National Recreation Area. Best fishing is from April to September. INFO: 707/457-3131
- 3. Mendocino.** The New England-style saltbox cottages, shops, and galleries lining Main Street look like weathered wooden dollhouses perched on bluffs above the crashing sea. The region is known for its restaurants and local organic foods and wines. INFO: 800/726-2780
- 4. Avenue of the Giants, Weott.** Get off U.S. 101 and take this parallel, two-lane route lined with towering redwood trees, in Humboldt Redwoods State Park. INFO: 800/346-3482
- 5. Blue Ox Millworks Historic Park, Eureka.** Blue Ox fashions gingerbread trim using century-old equipment. Outside, tour 19th-century buildings, including a simulated skid camp. Kids love the oxen. INFO: 800/248-4259
- 6. Patrick's Point State Park, Trinidad.** After exploring the re-created Native American Yurok village, descend the rock promontories and gaze into critter-packed tidepools. INFO: 707/677-3570
- 7. Paddle up Big River, Mendocino.** Rent a canoe from Catch a Canoe and let the tidal flow carry you upriver, then ebb back downstream. INFO: 707/937-0273
- 8. The Victorian Village of Ferndale.** A testament to historical wealth with over-the-top Victorians painted a rainbow of hues, the village is listed on the National Register of Historic Places. INFO: 707/786-4477
- 9. Wine tasting, Anderson Valley.** The valley's warm days and chilly nights are perfect for Pinot Noir, Chardonnay, and Gewürztraminer grapes, which yield fruit-forward, varietal wines that pair beautifully with food. INFO: 707/895-9463
- 10. Cheesecake Momma, Downtown Ukiah.** The all-natural, taste-even-better-than-they-look cheesecakes (including organic varieties) merit a side trip to this small rural town cafe. INFO: 707/462-2253

FESTIVALS

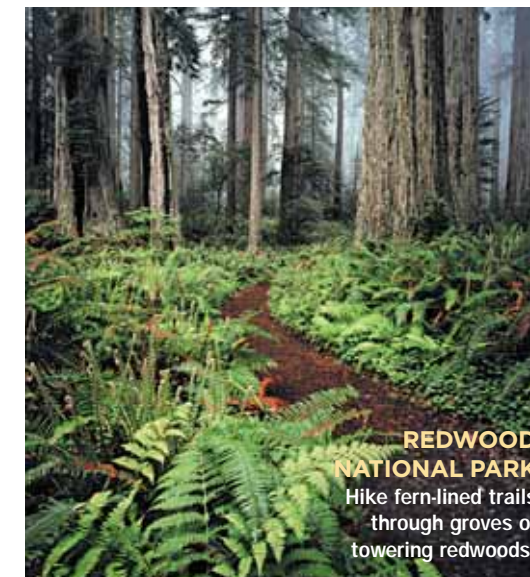
JANUARY Mendocino Crab and Wine Days, Mendocino. Savor the coastal specialty, Dungeness crab, attend daily cooking demonstrations, and learn to pair the county's stellar wines with food. Dec 26, 2006–Feb 28, 2007. INFO: 866/466-3636

MARCH Aleutian Goose Festival, Crescent City. Tens of thousands of migrating Aleutian geese stop near Crescent City on their annual migration. Plan to see the spectacular sunrise fly-off. Mar 30–Apr 1. INFO: 707/465-0888

JULY Blues by the Bay, Eureka. There are no bad seats at this outdoor blues festival, right on the Old Town Eureka waterfront. Festival gates open at 9:30 a.m. The music plays all day to 7 p.m. and goes great with the locally brewed beer. Call for dates. INFO: 707/445-3378

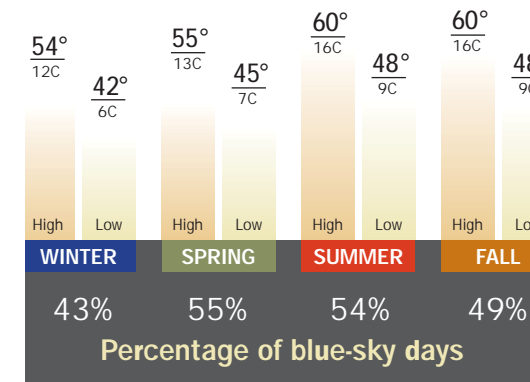
AUGUST Lake County Summerfest, Kelseyville. The end-of-summer celebration includes art, music, dance, food, wine, and the Pepsi Celebrity Quarterback Golf Shootout with former pro football greats. Aug 24–Sep 3. INFO: 800/525-3743

SEPTEMBER Sebastopol Celtic Music Festival, Sebastopol. Artists from Europe and North America perform at this four-day event, with indoor and outdoor stages, workshops, and lots of dancing. Sep 20–23. INFO: 707/829-7067



REDWOOD NATIONAL PARK
Hike fern-lined trails through groves of towering redwoods.

Average Temperature Range



Publications/Web/Fulfillment
Fast Facts Overview – Fall 2006



Publications/Web/Fulfillment Fast Facts – Fall 2006

Web Site

- Over 50% increase in use compared to last year
- Averages over 50,000 pageviews per day
- Averages 8,000 sessions per day
- Average length of session: 5:28 minutes
- NXTbook (visitor's guide) average length of session: 13:17 minutes
- Culture California receiving re-skin
- California Store slated for complete redesign to mirror new site

Publications:

- Complete redesign for 2007 publications
- Redesigned (larger) 2007 Official California Map to feature 49 Fun Spots
- Advertising "call to action" e-mail blast to over 11,000 tourism industry recipients for 2007 Visitor's Guide in August increased guide advertisers

Fulfillment:

- Total inquiries: 412,457 (90% Web-based)
- 40,000 2006 Visitor's Guides distributed to targeted markets in Western U.S via Certified Folder in August
- Over 50% of 2006 Visitor's Guides have been distributed (120,000 remain)
- Q1 2006 contractor/postage expenses down from 2005 (\$29,373 vs. \$47,481)
- Sunset Publishing September e-mail blast to 65,000 targeted consumers to further stimulate 2006 Visitor's Guide requests
- VistaPost international shipping rates to remain the same for 2006

2006 Visitor's Guide
NXTBook Statistics

From: 2005-12-21 to 2006-10-04

Visitors table

Time Unit	New Visitors	Visits	Average number of visits per day	Average visit length	Page views	Average page views per day	Average page views per visit	Page clicks	Offline version
2005/12	0	0		0	0		0	0	0
2006/01	2	7	0.23	0:00:44	51	1.65	7.29	0	3
2006/02	139	192	6.19	0:08:58	6168	198.97	32.13	118	16
2006/03	9354	12091	431.82	0:17:11	474071	16931.11	39.21	6802	1102
2006/04	18002	21868	705.42	0:13:26	751488	24241.55	34.36	8196	2340
2006/05	10753	14209	473.63	0:15:38	610881	20362.7	42.99	4791	1251
2006/06	8986	11984	386.58	0:17:31	538387	17367.32	44.93	4014	965
2006/07	5979	8142	271.4	0:06:58	338352	11278.4	41.56	2330	700
2006/08	4584	6260	201.94	0:06:06	259845	8382.1	41.51	1495	566
2006/09	3487	4708	151.87	0:06:01	179033	5775.26	38.03	1076	385
2006/10	363	492	123	0:06:41	18716	4679	38.04	84	46
Total	61649	79953		0:13:17	3176992		39.74	28906	7374

2006 Visitor's Guide NXTbook Statistics

Hertz Inbound America

Inbound Americas

For Hertz Internal Distribution Only.

September, 2006

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Hertz Has Choice in Mind for Your California Cruising Adventure



From San Diego's Sea World, Zoo and historical Gaslamp Quarter, to Disneyland, the Beach Cities, Malibu, Rodeo Drive, Hollywood, Universal Studios, Palm Springs, Hearst Castle, Carmel's 17-Mile Drive, San Francisco's Golden Gate Bridge, Union Square, Fisherman's Wharf, Cable Cars, along with Sausalito, Napa Valley, National Parks, museums, great restaurants, multitudes of shopping districts, miles of sandy beaches and acres of ski slopes, California offers something for every taste, every age and every interest.

With perfect weather most of the year, a variety of places to see, things to do, and miles to cover, Hertz, in California, also offers cars to match every style, taste, interest and budget.

Hertz, in California, offers:

- Hundreds of locations. Many neighborhood branches
- A wide variety of recent model cars. Many reservable by make and model
- The Hertz Fun Collection providing a mix of convertibles to muscle cars
- The Hertz Prestige Collection showcasing a variety of high-end vehicles
- The Hertz Green Collection highlighting California's care for the environment
- In-car navigation units via Hertz NeverLost
- Unlimited mileage for most cars for customers to see all they want to see
- Sirius Satellite Radio
- Child seats
- Hand controls
- One-way rentals

Check availability of cars and reserve your favorite today.

Experience all that California has to offer in your desired Hertz make and model.

Now, THIS is service.



Destination Information: California

There's plenty to see and do in California which makes this state the perfect destination to visit. There are unlimited choices for vacation and entertainment. With its rich mixture of cultures, natural resources, renowned museums, world famous cuisines, and varied landscapes, California is the perfect vacation escape.

One can appreciate California's natural beauty while enjoying one of the many activities that it has to offer. Hike to impossibly high waterfalls; explore lakes that sparkle like gems, discover crystalline caves or wake to the beach at your doorstep. Hike along the many trails in Yosemite National Park, take a white water rafting trip on the rivers in the western Sierra foothills, or visit one of the famous California beaches to soak in some sun or surf. From the monster waves at Mavericks Beach in San Francisco to the Surf Walk of Fame in Huntington Beach, California is a surfer's paradise.



California, which has produced its share of Olympic athletes, also has plenty of ski resorts. For those looking to hit the ski trails, California has mountains where the snow falls in feet, not inches. More than 50 downhill and cross-country ski areas beckon to winter-sports enthusiasts. The Sierra Nevada range hosts the largest number, many of international caliber, at locations such as Lake Tahoe, Mammoth Lakes, Bear Valley, Yosemite, Sonora Pass, and Huntington Lake. Lake Tahoe alone offers 15 alpine ski areas, including the site of the 1960 Winter Olympics at Squaw Valley. Together these areas total more than 130 ski lifts. Several ski areas have spectacular views of Lake Tahoe, whose cobalt blue waters never freeze in winter.

Traveling throughout California, one can discover that each of the different regions are all unique in their own way. The area located between Los Angeles and San Francisco, the Central Coast, is often called California's Middle Kingdom. Dramatic seascapes, coastal resorts and pastoral inland agricultural communities, make this region a pleasant and relaxing destination.

California's Central Valley is one of the most productive farming areas in the world. This thriving region includes a wealth of culturally diverse communities, historic sites, exceptional outdoor recreational opportunities and plentiful wildlife.

The greater Los Angeles area (L.A.), which stretches from the Antelope Valley California Poppy Reserve in the north to Santa Catalina Island in the south, is where people come to liberate, stimulate, and even re-create their lives. In downtown L.A. you will find not one but

two branches of the Museum of Contemporary Art. In between them is the ornate Bradbury Building, whose interior skylit lobby and creaking elevator set the mood for that quintessentially futuristic vision of Los Angeles in the movie Blade Runner. Moving west, one comes upon the stellar Hollywood Bowl, where on any given evening you might hear the booming cannons of Tchaikovsky's 1812 Overture or James Taylor crooning "Fire and Rain." And then there's the incomparable Getty Center, which sits perched over Brentwood like the modern-day temple to the arts that it truly is. Cultural diversity is apparent here. There's a rich, vibrant Asian community in the San Gabriel Valley, where you can dine on the finest steamed pork cakes and salted duck eggs this side of Hong Kong. Portuguese heritage is celebrated in cafes in San Pedro. And throughout the city, from Santa Monica to San Fernando, Pacoima to Pasadena, Mexican and Central American taquerias and antojito



restaurants prove that tacos and tamales, the most conventional examples of Southern California cuisine, can be unconventional treats. Explore the city's roots along colorful Olvera Street, or go back even further in time with a stop at the La Brea Tar Pits, where sticky, bubbling tar trapped mastodons and other prehistoric creatures long before humans appeared on the scene. In Hollywood, celluloid history reigns along the legendary Walk of Fame, with its 1,800-plus speckled sidewalk stars, and at Mann's Chinese Theater, home of countless famous hand- and footprints. And then a few blocks south are the palm-lined boulevards of world famous Beverly Hills where the famous Rodeo Drive is located.



San Diego County maintains its reputation as a world famous destination as home of Sea World and the San Diego Zoo. It has a rich Hispanic heritage, temperate climate, deep sea harbors, sandy beaches, and a variety of fun filled attractions. California's heart and soul reside in San Diego. You can see it in the romantic architecture abounding in Balboa Park; in the whimsical red-roofed turrets of the Hotel del Coronado, known by locals simply as "the Del"; and in the vibrant mix of restored brownstones and handsome Victorian buildings housing pastel-tinted art galleries and jazzy restaurants in the Gaslamp Quarter. Sit under the stars taking in Shakespeare at the Old Globe, enjoy the mariachi band serenading diners at a Mexican restaurant in Old Town, and get eyeball-to-eyeball with gorillas at the World Famous San Diego Zoo. California beauty of Cuyamaca Rancho State Park and nearby Mt. Laguna. The people here are as diverse as the landscape they live in. Pacific Beach attracts a laid-back surfing culture, while La Jolla attracts a more upscale crowd to its chic art galleries and

fashionable shops. North of this village is a string of seaside towns that are known for their luxury resorts, challenging golf courses, and spectacular beaches. In Del Mar, the ponies have been running since Bing Crosby founded the Thoroughbred Club in the 1930s, while flower fields are the attraction near Encinitas and Leucadia- ranunculus blooms in spring and poinsettias in December. On the island of San Diego County, there's something for everyone.

San Francisco- blessed with a variable fog-cooked, sun-kissed climate and a dramatic landscape, the Bay Area is a visual feast. Add to this a cultural medley, within every neighborhood, a

diversity of tastes and interests is thriving. Just a step away from the dot-commers, for example, is the stylish Museum of Modern Art and an urban oasis called Yerba Buena Gardens. Other city residents



seek out the meditative azalea garden in Golden Gate Park, jog along the Marina, or prowl the fresh produce stands in Chinatown. To the south of the city are Santa Clara and San Jose, the anchors to the "Silicon Valley." Spend a day at Paramount's Great America, delve into the wonders of technology at the Tech

Museum of Innovation, or explore the Winchester Mystery House. Along the coast is the college community of Santa Cruz, best known for its beach boardwalk, where riders scream as they ride a historic wooden roller coaster. The East Bay also has its share of thrills. Livermore Valley is home to one of California's oldest wine regions. Established in 1849, it's one of the wine world's best-kept secrets. In Oakland, jazz frequently rocks historic Jack London Square. North of the square is the college town of Berkeley, where



upscale shops and restaurants along Fourth Street somehow blend perfectly with the street vendors on Telegraph Avenue who hawk handmade jewelry, pottery, and tie-dyed sarongs. Still farther north of this street theater, in Vallejo, is the unique Six Flags Marine World. On the other side of the Golden Gate Bridge from San Francisco, life is genteel. If you prefer not to drive, a short ferryboat ride past Alcatraz Island lands you in quiet Tiburon, a bayside bookend to bucolic Mill Valley with its boutiques, candlelit restaurants, and subdued bars. Meanwhile, on Bridgeway, Sausalito's main drag, families and couples drop in and out of art galleries or dine at any number of restaurants that looks out on San Francisco Bay.

A short drive north and east gets you into the Napa Valley wine country, home to dozens of well-known vintners in Rutherford, Yountville, Calistoga, and St. Helena, which lie right on Highway 29. Sip and swirl to



your heart's content here or at any of the wineries along a parallel route called the Silverado Trail, home to Stags' Leap, Sterling Vineyards, and Clos du Val, to name but a few. The North Coast region stretches

over some 400 miles of rugged coastline from north of San Francisco to the primeval redwood forests below the Oregon border. This region reaches 40 miles inland to lush vineyards, pastoral farms and quaint villages filled with antique shops. California is one the most important wine growing areas in the United States, producing 90 percent of the nations wine.

California's vacation and entertainment choices are boundless. With its rich mixture of cultures, natural resources, renowned museums, world famous cuisines, and varied landscapes, California is the perfect vacation escape for families and friends, adventurer and romantic getaways, and sports and recreation trips.

(California Travel and Tourism Commission; Visitcalifornia.com)

Product Information:

2006 Fun Collection

The Hertz Fun Collection is a unique line of fun, sporty cars that can turn a regular car rental into an exciting driving experience.

Models are Reservable – Reserve a car from the Fun Collection, and that's the make and model car you'll get.

Complimentary SIRIUS Satellite Radio -- Adding more entertainment to the driving experience, all Hertz Fun Collection vehicles come equipped with SIRIUS Satellite Radio.

- Over 120 channels of satellite radio
- 100% commercial-free music
- Superior sports coverage that includes complete and exclusive NFL, NHL and NBA coverage.
- World-class news with channels like CNN, NPR and BBC.
- Top traffic and weather for the top 20 metro areas with updates every four minutes.

Hertz Fun Collection vehicles are available at select major airport locations in the U.S. Restrictions apply. Not all vehicles available at all locations. *SIRIUS not available in Hawaii and Alaska. SIRIUS is a registered trademark of SIRIUS Satellite Radio, Inc.



CAR CLASS	SIPP	DESCRIPTION
B4	CWAR	Chrysler PT Cruiser
B6	IWAR	Chevrolet HHR
D4	SSAR	Ford Mustang (Fun)
G4	FKAR	Nissan Murano
G6	CXAR	Ford Mustang GTH
N	SDAR	Chrysler 300
N4	CSAR	Dodge Charger
O	ITAR	Chrysler Sebring Conv.
O4	ETAR	Chrysler PT Cruiser Conv.
O6	FTAR	Toyota Solara Conv.
P4	IKAR	Ford Escape XLT Sport
R4	FWAR	Dodge Magnum
U4	CTAR	Mazda Miata Conv.
V	CRAR	Jeep Wrangler
W	IXAR	Ford Mustang Conv.
W4	MSAR	Nissan 350Z
W6	XKAR	Hummer H3

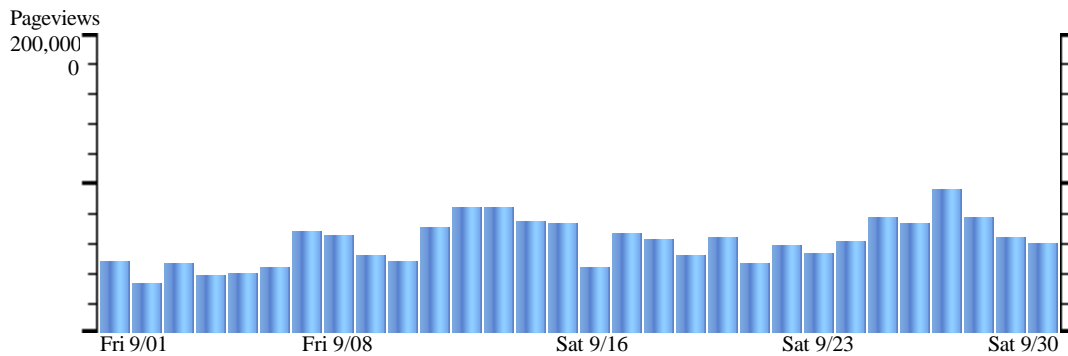
VisitCalifornia.com
Page View Statistics

www.visitcalifornia.com

Page views Graph September, 2006

Range Total: 1,848,562 Daily Average: 61,618.73

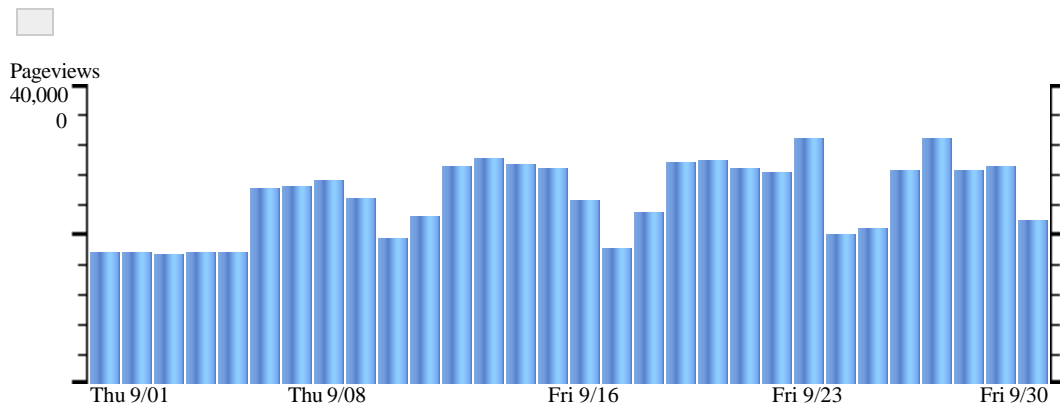
Daily Average: 61,618.73



September, 2005

Range Total: 767,730 Daily Average: 25,591.00

Daily Average: 25,591.00



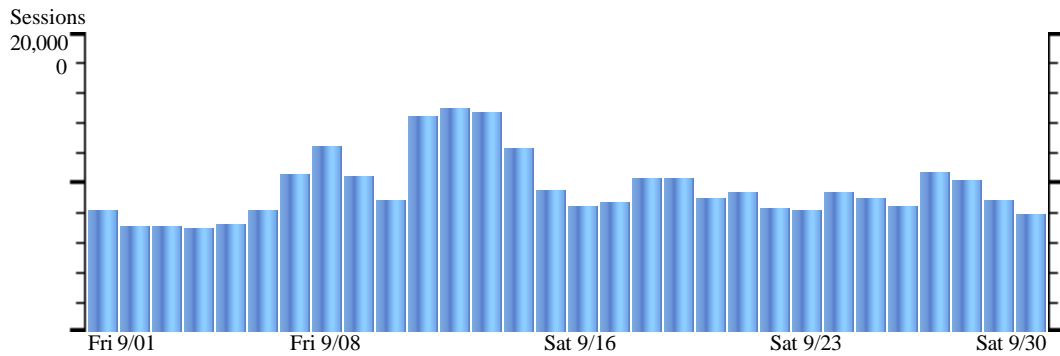
Page views are up over 50-percent from last year.

VisitCalifornia.com
Web site Session Statistics

www.visitcalifornia.com

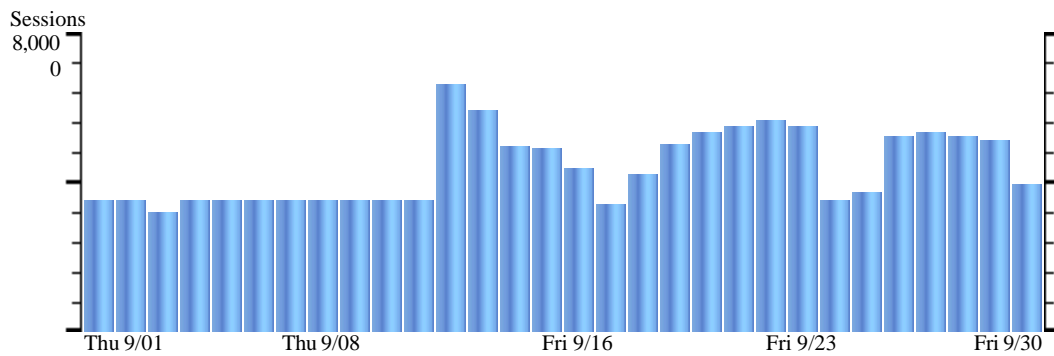
Sessions Graph September, 2006

Range Total: 290,505 Daily Average: 9,683.50



September, 2005

Range Total: 145,126 Daily Average: 4,837.53







Over 50-percent increase in traffic year-over-year.

VisitCalifornia.com
Summary



www.visitcalifornia.com

Summary January 1 – October 1, 2006

Report: Summary - Tourism Date Range: 01/01/2006 - 09/30/2006		Export:    
Total Sessions		2,558,493.00
Total Pageviews		15,552,254.00
Total Hits		57,541,840.00
Total Bytes Transferred		2.62 TB
Average Sessions Per Day		9,371.77
Average Pageviews Per Day		56,967.96
Average Hits Per Day		210,775.97
Average Bytes Transferred Per Day		9.84 GB
Average Pageviews Per Session		6.08
Average Hits Per Session		22.49
Average Bytes Per Session		1.08 MB
Average Length of Session		00:05:28



Help Information:

Summary

The Summary shows totals and averages for Sessions, Pageviews, Hits, and Bytes for the currently selected Date Range. Visitors information is not shown here because it is only available when UTM visitor tracking is employed.

Calculation Methodology

- Session: A series of Hits to your site over a specific period of time by one visitor.
- Pageview: A request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other generally embedded file types.
- Hit: Any successful request to a webserver from a visitor's browser.
- Bytes: The quantity of network bandwidth used by the files requested during the selected Date Range.

CTTC 2007 Rate Card



California Travel and
Tourism Publications

Sunset
LIFE IN THE WEST
www.sunset.com
AOL Keyword: Sunset

Travel and Tourism Group
80 Willow Road
Menlo Park, CA 94025
877-748-0737
650-324-5638

visitcalifornia.com

California

FIND YOURSELF HERE

COMPLETELY
REDESIGNED
FOR 2007



**CALIFORNIA TRAVEL & TOURISM PUBLICATIONS
2007 RATE CARD**

OFFICIAL STATE VISITOR'S GUIDE AND TRAVEL PLANNER
OFFICIAL STATE MAP | CALIFORNIA DRIVES | VISITCALIFORNIA.COM

Sunset
LIFE IN THE WEST
www.sunset.com
AOL Keyword: Sunset



California Travel and
Tourism Publications

GET IN FRONT OF TRAVELERS WHO ARE READY TO SPEND

California is one of the world's premiere vacation destinations. From its unforgettable coastline to its snow-capped mountains—and everywhere in between—California is a dream destination. The official publications of the California Travel and Tourism Commission are designed to inspire travelers and to motivate them to plan a trip.

- **ATTRACTIONS AND EVENTS:** Travelers of all ages seek attractions and events that are both in the middle of town and off the beaten path. Make sure your message is in front of them.
- **WHERE TO STAY:** More than ever before, the lodging experience is a key barometer of vacation satisfaction. Whether you're a major chain or a quaint bed and breakfast, you'll want travelers to know what makes your property distinctive.
- **SPORTS AND RECREATION:** Land or water, mountains or deserts, manmade or natural—no matter what their adventure level, visitors seek a wide variety of sporting and recreational experiences. Get your California offering noticed.
- **FOOD & WINE:** Renown for its world-class chefs and unforgettable wine, California cuisine is a key driver of tourism. Have your phone ringing off the hook.
- **GETTING AROUND:** Traveling in California means planes, trains, automobiles, ferries and much more. Be sure that your mode of transportation is top of mind.
- **SHOPPING:** A walk down Rodeo Drive, a stroll through Santana Row, amazing discounts at top-tier outlets—people come to California to shop as well as play. Are they circling your place on the map?

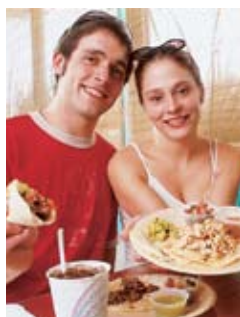
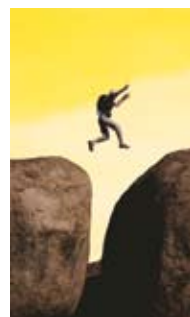
PROVEN SUCCESS

The vast majority of advertisers indicate that Sunset publications are their #1 source of business. Are you ready to join them?

"The California Official State Visitor's Guide is the cornerstone of the state's publication and fulfillment program. It is California's only comprehensive travel planner and has a proven track-record for return on investment. The electronic version of the Visitor's Guide on www.visitcalifornia.com provides a powerful and valuable tool for every display advertiser.

The Best of California Drives, one of our most popular niche publications and the key element of our spring co-op, has major consumer distribution through Sunset magazine subscribers and selected California State Parks reaching approximately one million qualified travelers."

CAROLINE BETETA
Executive Director
California Travel and Tourism Commission



SUNSET: YOUR ADVERTISING PARTNER

Sunset Publishing Corporation, a division of Time Warner and the publisher of *Sunset* magazine, is the official publisher for the CTC and we've been honored to be its partner since 2000. Building and managing compelling editorial products that serve as trusted resources for consumers and advertisers alike is no small task. It requires honesty, integrity, experience and credibility—all the things you'll get in working with us. We proudly publish:

- *California Official State Visitor's Guide and Travel Planner*
- *California Drives*
- *California Official State Map*

For 108 years, *Sunset* magazine has been the West's source for great travel, garden, home, food, and entertaining ideas. Written for affluent, educated homeowners leading active lives, *Sunset* defines "Life in the West"—and delivers more coveted Western consumers than any other lifestyle magazine.

- *Sunset* magazine reaches five million readers monthly. Sunset Publishing produces magazines, books, and new media.
- Sunset Publishing Corporation is part of Time Warner Inc., the largest media company in the world

WHY CALIFORNIA TRAVEL AND TOURISM PUBLICATIONS AND SUNSET MAGAZINE?

Sunset magazine reaches all of California's key feeder markets, including Alaska, Arizona, Colorado, Hawaii, Nevada, New Mexico, Oregon, Utah, Washington, and Canada. *Sunset* also has a significant presence in Idaho, Montana, and Wyoming. By advertising in *Sunset* magazine and California Travel and Tourism Publications, you reach all of California's best travel prospects.

TRAVEL IS KEY TO THE WESTERN LIFESTYLE:

- *Sunset* subscribers will take an average of more than five trips in the next year.
- 98% of subscribers are planning a trip within the West in the next three years.
- Travel is an essential part of the good life for Westerners. In fact, Westerners are 146% more likely to travel the West than those in the rest of the nation and 252% more likely to travel the West by car.

Index (%U.S. = 100) Sources: 2004 Doublebase MRI; 2001 Sunset Travel Study

SUNSET'S TRAVEL FEATURES INCLUDE:

- *Sunset* Summer Travel newsstand special (every May)
- Regional California editorial content
- Regular Special Travel Planners
- Monthly local day trips and things to do
- California travel events
- Seasonal online travel features
- sunsetgetaways.com



Sunset is the original lifestyle magazine defining "Life in the West," written for an educated, affluent, and involved audience.



COMPLETELY REDESIGNED FOR 2007

Nobody knows California—and the prospective traveler—better than the California Travel and Tourism Commission and Sunset. Which is why our new editorial team has completely redesigned the 2007 California Visitor's Guide from cover to cover. Our research shows that the role of the visitor guide in the trip planning process is changing dramatically. The new Guide addresses changing visitor planning needs with two main sections: Inspiration and Action. The Inspiration section in the front of the book has four feature sections: Discover, Taste, Play, and Enjoy. Taken together, they present a stunning visual tour of the State's incredible diversity of destinations, activities, and cultural attractions. Photography is active and inviting while quickly suggesting there's much more to be discovered here. The Action section of the Guide focuses on trip planning. It still features California's 12 Tourism Regions, but redesigns the trip-planning process to make each part of each region more accessible—and more inviting. Join us for a quick tour.

Love the Lifestyle

Each of our four themed feature sections opens with a visually stunning and inviting spread that showcases the full range of the California experience within that theme.



Inspire

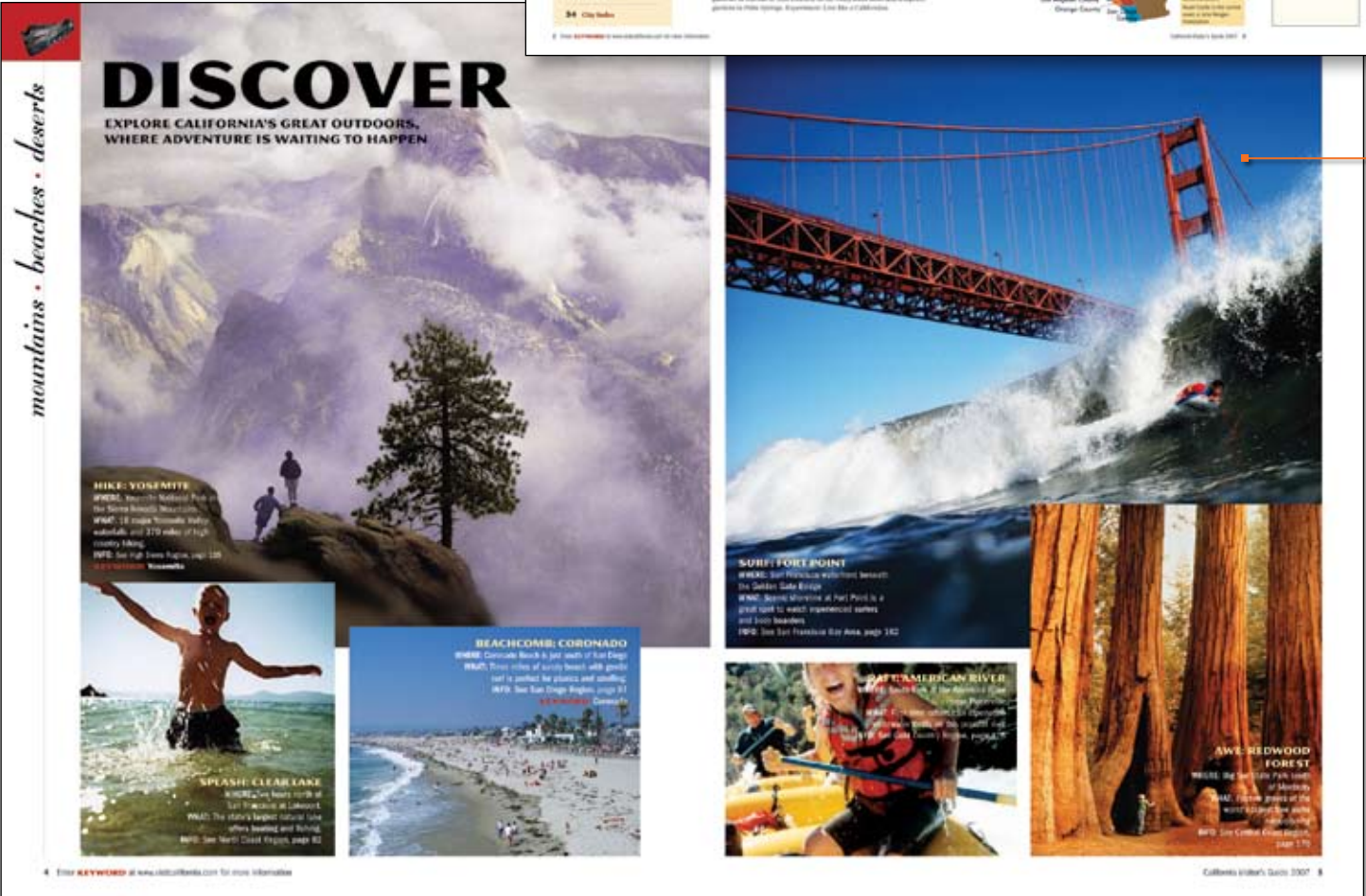
Travelers are looking for ideas—for inspiration—when thinking about a vacation. Stunning pictures of only-in-California experiences can trigger the impulse to action.

INFORM

Visitors want to experience the essence of the California lifestyle—they want the inside scoop on foods, cultural events, museum art, amusement parks.

TRAVEL PLANNING

Features in the front of the book will both inspire and inform with fun, lively articles that help visitors strategically plan a vacation that will fit their interests and budgets.



EXCITING FEATURE PHOTOGRAPHY

Dramatic, dynamic, high-energy photography of real people having fun invites the reader into the California experience and supports the state's branding campaign. Each photo is a story, and has lively take-action text that directs the reader to more information in the Action section.

OFF THE BEATEN PATH

Research shows travelers yearn to get off the beaten path and discover authentic experiences. We've packed the new guide with story ideas, destinations, profiles, and travel tips that only the locals know about.



12 TOURISM REGIONS

n-depth travel planning sections for each of the State's 12 Tourism Regions open with a visually strong and informative spread packed with information on featured destinations, events—even the local climate.

TOP TEN LISTS

Leveraging Sunset's unique insight into the state's hidden gems, we'll detail the top spots with each region.

HIGH SIERRA

CLIMB A PEAK, PADDLE A CANOE, CATCH A TROUT, RAFT A RIVER, SKI A MOUNTAIN

PICNIC: YOSEMITE

Yosemite National Park, Near Mammoth
WHAT: Yosemite Falls plunges over 3,000 feet into the valley.
WHEN: See South Lake Tahoe, page 113
WHERE: Yosemite

As Majestic as an Ansel Adams photograph, the Sierra Nevada mountain range is a geologic wonder that stretches from north of Lake Tahoe south to the foothills east of Bakersfield. It's home to three national parks—the glacier-carved canyons and “big tree” forests of Sequoia and Kings Canyon, as well as spectacular Yosemite—numerous ski resorts, and hundreds of alpine lakes, including Lake Tahoe, one of the natural wonders of the West.

Farther south is Mono Lake, a briny inland sea with mineral towers rising from its waters, and Mammoth Lakes, which offers some of the state's best skiing, fishing, and mountain biking. On the Western slopes of the Sierra, dozens of rivers wind their way into deep blue pools—Huntington, Shaver, and Bass Lakes are among the most visited. At the southern end of the Range, the mighty Kern River runs from the base of 14,282-foot Mt. Whitney.

SNOWBOARD: HEAVENLY

WHERE: South Lake Tahoe
WHAT: Ski and snowboard with views of Lake Tahoe
WHEN: See South Lake Tahoe, page 113
WHERE: Heavenly

high sierra top ten

- 1. Hike Lake Tahoe's West Shore Trail**
An easy, but uphill hike, this trail loops around the lake.
- 2. Boat to Vikingsholm in Emerald Bay**
An easy, but uphill hike, this trail loops around the lake.
- 3. Ski the back bowl at Kirkwood**
An easy, but uphill hike, this trail loops around the lake.
- 4. Fly fish the Carson River**
An easy, but uphill hike, this trail loops around the lake.
- 5. Hike Yosemite's high country**
An easy, but uphill hike, this trail loops around the lake.
- 6. Kayak salty Mono Lake**
An easy, but uphill hike, this trail loops around the lake.
- 7. Climb 14,282-foot Mt. Whitney**
An easy, but uphill hike, this trail loops around the lake.
- 8. Drive through Giant Sequoias**
An easy, but uphill hike, this trail loops around the lake.
- 9. Catch the Leno Pine Film Festival**
An easy, but uphill hike, this trail loops around the lake.
- 10. Sail on Lake Isabelle**
An easy, but uphill hike, this trail loops around the lake.

SUNSHINE INDEX:

Percentage of blue sky days

Winter	71
Spring	72
Summer	80
Fall	75

FESTIVALS

August: An easy, but uphill hike, this trail loops around the lake.

September: An easy, but uphill hike, this trail loops around the lake.

January: An easy, but uphill hike, this trail loops around the lake.

March: An easy, but uphill hike, this trail loops around the lake.

April: An easy, but uphill hike, this trail loops around the lake.

boating fun on Lake Tahoe

An easy, but uphill hike, this trail loops around the lake. An easy, but uphill hike, this trail loops around the lake. An easy, but uphill hike, this trail loops around the lake. An easy, but uphill hike, this trail loops around the lake. An easy, but uphill hike, this trail loops around the lake.

28 Like **KEYWORD** at www.visitcalifornia.com for more information

California Visitor's Guide 2011 23

TOP EVENTS

Festivals, fairs, harvests—the Guide has it all for each area.

HIGH SIERRA
1 2 3 4 5 6 7 8 9

LAKE TAHOE DISTRICT

DISTRICT INFO

Info: LAKE TAHOE VISITORS AUTHORITY
Choose lodging from cabins to condos to cruise rooms. Call Central: 1-866-THE TAHOE TRAIL, Fax: 530/744-2266, www.lake-tahoe.com. Email: info@lta.org or web site at p.174. **KEYWORD:** TAHOE

Use RENO/TAHOE INTERNATIONAL AIRPORT (RNO) 2001 E. Plumb Ln., Reno, NV 775/328-6400

ARNOLD (H4)
Play: CALAVERAS BIG TREES STATE PARK, Giant Sequoias stand in ancient mountain groves. 530/555-5555 A-M & M-F-S-H

BEAR VALLEY (H4)
Play: BEAR VALLEY MOUNTAIN RESORT Hwy. A, 209/753-2200

HOMEWOOD (H4)
Learn: CROWDER WAGONER, 245 State St. 530/588-5555.
Play: HOMEWOOD MOUNTAIN RESORT 3145 Westlake Blvd. 530/525-2992

HOPE VALLEY (H3)
Play: SORRENTO'S RESORT 14255 Hwy. 86, 530/994-2260

KIRKWOOD (H6)
Play: CAPNIS LAKE RESORT 1112 Hwy. 88, 209/258-8888

Play: KIRKWOOD MOUNTAIN RESORT 4303 Kirkwood Meadows Dr., 209/258-4000 **KEYWORDS:** ski/snowed.

MARKLEEVILLE (H7)
Info: ALPINE COUNTY CHAMBER OF COMMERCE 530/585-5555
Learn: ALPINE COUNTY HISTORICAL MUSEUM, 1 School St. 530/585-5555.
Play: GROVED HILL SPRINGS STATE PARK, A natural hot springs pool along with plenty

A detailed map of the Lake Tahoe District area. It shows major roads like Highway 50, Highway 89, and Highway 205. Key locations marked include Soda Springs, Kings Beach, Tahoe City, Incline Village, South Lake Tahoe, Mammoth Lakes, and Markleeville. The map also indicates various trails, lakes, and points of interest. A scale bar at the bottom left shows distances up to 10 miles.

of hiking and fishing. 530/990-2248 A-M & M-F-S-H

NORDEN (H7)
Play: DONNER SEE BEACH 19320 Donner Pass Rd., 530/826-3633
Play: NORDEN SUMMIT BOULE 429 Sugar Bowl Rd., 530/426-9900

OLYMPIC VALLEY (H7)
Play: SQUAW VALLEY USA 1900 Squaw Valley Rd., 800/465-0306

PINECREST (H3)
Play: DODGE RIDGE WINTERSPORTS AREA 1 Dodge Ridge Rd., 209/768-3474

SODA SPRINGS (H3)
Play: RONALD GEORGE SKI RESORT 6421 Highland Dr., 530/426-3875

Play: SODA SPRINGS WINTER RESORT 1-800-5 SODA Springs Blvd., 530/126-1009

SOUTH LAKE TAHOE (H6)
Info: SOUTH LAKE TAHOE CHAMBER OF COMMERCE 530/566-5555.
Se: LAKE TAHOE AIRPORT (TVL) 1900 Airport Rd., 530/542-4180
Play: HEAVENLY SKI RESORT Wilderness &

TAKOHE
drive guide

FOLLOW THE PURPLE ROUTE TO THESE SPECIAL TAHOE SPOTS

HIGH CARDS SQUAW VALLEY (OLYMPIC VALLEY), 17% less skidding, swimming, hiking, and age all \$2,900 full season.

ELKHORN MARSHION (HOMEWOOD), 44% fewer a tandem's former outdoor museum, built in 1922, with volunteer guides in period costumes.

WINDING HOLM, EVERETTDAVE STATE PARK (TAHOE), 46% more than the historic Superintendent's office museum as an old Indian Lake Tahoe.

THE GUNDECK AT SEAGRAM (SOUTH LAKE TAHOE), 54% The 2.4 mile ride transports visitors to skiing, hiking, and strolling with lake views.

DETROIT: HISTORY, 57% Gorgeous views between Bay 89 and the town of Jackson.

ALPINE COUNTY HISTORICAL MUSEUM (MARKLEEVILLE), 47% Learn how the Washo Indians made their baskets.

© 2008 **KEYWORD** by www.visitlaketahoe.com for more information.

NEW FOR 2007: 34 DISTRICTS

To better help visitors plan trips within regions, we break each region into cohesive districts, with destinations and activities in each district listed alphabetically by town to make planning easy.

READER-FRIENDLY MAPS AND GRAPHICS

Each district will be defined with its own detailed travel map—34 total—showing key destinations and cities. A map grid will help travelers quickly find keyed destinations on each map.

DRIVE GUIDES

Each district map will have its own custom Drive Guide that will help travelers plan a visit to a variety of the best attractions in each district.

[illegible]

NEW FOR 2007: LODGING GUIDE

Breaking the old lodging listings into an inviting and accessible chart form—with readable icons for services travelers are looking for—makes finding the “right” place to stay easy and quick.

COMING SOON: KEYWORD PROGRAM

By cross-promoting with the VisitCalifornia.com web site, advertisers will be able to lead travelers directly to their online listing, which will provide greater detail on lodging and amenities that can include pictures and map locators.



CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE AND TRAVEL PLANNER

Advertising in the all-new 2007 Guide means you'll be part of the state's premier tourism publication. It means you'll be reaching travelers planning a vacation. And it means you'll be part of the exciting offerings we've developed that are designed to help you generate incremental revenue.

- **500,000** copies distributed annually
- Available on newsstand and online with a link from your ad to your site

Distribution through:

- California Tourism fulfillment packets requested through the www.visitcalifornia.com website or the toll-free number **1-800-GO-CALIF**
- Sales missions, consumer and travel trade shows (international and domestic)
- California Welcome Centers and DMOs
- Overseas contractors
- *Sunset Magazine* events

2007 ADVERTISING RATES CALIFORNIA OFFICIAL STATE VISITOR'S GUIDE AND TRAVEL PLANNER

500,000 total circulation

ADVERTISING OPTIONS

DISPLAY:

Spread	\$57,920
Full Page	\$30,930
2/3 Page (v)	\$24,130
1/2 Page (h or digest)	\$19,320
1/3 Page (square or v)	\$13,720
1/6 Page	\$7,800

PREMIUM PLACEMENT:

Back Cover	\$38,600
Inside Front Cover	\$37,680
Inside Back Cover	\$35,400

SPECIAL LODGING PLACEMENT:

Limited Availability

1/2 Page (v or h)	\$19,320
1/4 Page	\$10,075

FORMATTED:

1/12 Formatted Ad	\$4,000 net
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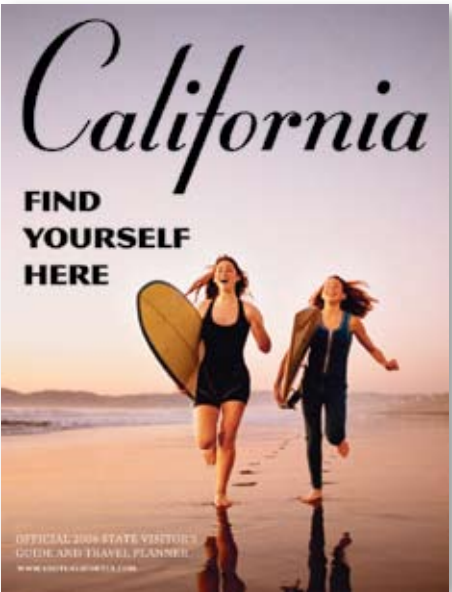
ENHANCED LISTINGS:

Enhanced Listing	\$470 net
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DEADLINES

EARLY RESERVATION DISCOUNT JUNE 2, 2006

Rates are for full-color display advertising. Commissionable at 15% to recognized agencies. Formatted ads and enhanced listings are non-commissionable.



CO-OP OPPORTUNITIES:

- There are Co-op programs in many of the destinations throughout the state. Ask your CTPP rep to see if one is forming in your area.

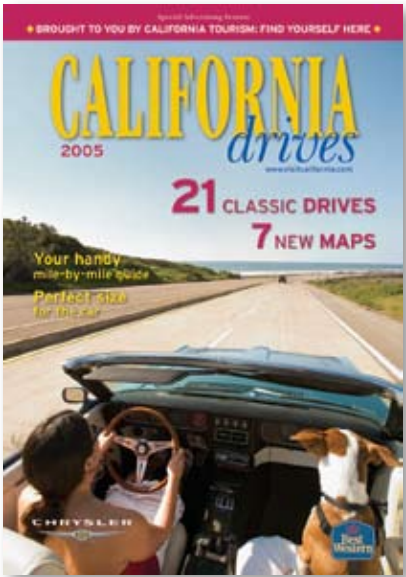


ADDED VALUE FOR DISPLAY AND FORMATTED ADVERTISERS

- Free ad in the electronic version of the CVG with a link for your ad to your website.
- One complimentary Enhanced Listing in the Guide. Value: \$470.
- One complimentary hyperlink from the California Tourism website to the advertiser's website. Value: \$1,000.
- Free Reader Responses from the Travel Information Guide listing via e-mail, twice monthly. Leads via printed pressure sensitive labels are \$300 annually.

THE ULTIMATE SUMMER TRAVEL GUIDE

Thanks to the enthusiastic response of readers and advertisers alike, Sunset Publishing Corporation and California Tourism will once again collaborate to produce *California Drives*. Targeted to the drive market and distributed at key California State Parks, this publication will be inserted in the July issue of *Sunset* magazine. This full-color publication will be packed with great drives around the Golden State that are sure to inspire your customers to get in the car and go—be it for a day, a weekend, or a week. Combining California Tourism's knowledge of the state with *Sunset*'s editorial expertise, *California Drives* will guide readers to everything from secret destinations in the Sierra and on the Coast to California's unparalleled wine countries and famous attractions. And because of its handy size and richly detailed maps, *California Drives* will remain an essential addition to any driver's travel kit.



2007 ADVERTISING RATES CALIFORNIA DRIVES

1 million total circulation

- 500,000 inserted in selected copies of the July issue of *Sunset* magazine. On sale mid-June.
- 500,000 direct to consumers beginning in mid-May
 - California State Parks, including Hearst Castle, Old Town San Diego, the California State Railroad Museum, and many more
 - California Welcome Centers, CVBs, Visitor Centers, and Chambers of Commerce
 - Sunset events throughout the year

ADVERTISING OPTIONS

DISPLAY:

Full Page	\$32,240
1/2 Page (v or h)	\$19,340
1/4 Page	\$10,470
1/8 Page (h)	\$5,460

PREMIUM PLACEMENT:

Back Cover	\$38,970
Inside Front Cover	\$38,040
Inside Back Cover	\$35,740

DEADLINES

SPACE RESERVATION/
ARTWORK DUE.....March 16, 2007

VALUE ADDED BENEFITS

Display advertisers will receive:

- Free insertion in *Sunset*'s 2007 Summer Travel newsstand special. Circulation is 180,000 newsstand copies. Full-page *Drives* advertisers will receive a free full-page ad in *Sunset*'s *Summer Travel*—a special edition of *Sunset*. Half-page and quarter-page advertisers will receive a free 1/6-page directory ad. Space is limited. First come, first served.

All advertisers will receive:

- Exposure on sunsetgetaways.com April through July
 - Includes direct link to advertiser's website
 - Image and advertiser message
 - Measurement of advertiser link click-through rate
- Free reader-service listing in *Sunset*'s July issue
- Exposure on visitcalifornia.com website and a link to the advertiser's site



CALIFORNIA OFFICIAL STATE TOURISM WEBSITE

Gain worldwide exposure on the California Tourism Web site, www.visitcalifornia.com.

Through our exclusive agreement with the state, we offer banner advertising opportunities on www.visitcalifornia.com.

- Average visitor sessions per day: **7,600**
- Average visitor session length: **11 minutes, 24 seconds**
- **91%** of visitors to the site were not residents of California
- **93%** of visitors to the site plan to visit California within 3 months

BANNER ADVERTISING OPPORTUNITIES CALIFORNIA OFFICIAL STATE TOURISM WEBSITE

Banner advertisements are placed on the right sidebar area of pages within the state’s site, www.visitcalifornia.com. The banner advertisement will take visitors directly to the advertiser’s Web site. (Advertisers must have at least a 12-page representation in the 2005 California Official State Visitor’s Guide to purchase a banner ad.)

BANNER AD RATES

\$4,100 (net) per year

SPECIFICATIONS:

Dimensions	179 X 49 pixels
.....	(2.486 x 0.68 inches)
Resolution	72 or 96 dpi
Files Typegif or .jpg

SUBMISSION:

E-mail materials to:.....cttp@sunset.com



General Conditions

COMMISSION

Agency commission: 15%

CONTRACT CONDITIONS

Rates published herein are effective January 2006. Announcement of any changes in rates will be made at least seven weeks in advance of the publication date of the issue to which such rates will be applicable.

Advertisers may not cancel or make changes in orders for advertising after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertising for tobacco products, gambling, or gaming is not accepted. We reserve the right to reject or cancel any linkage to an advertiser’s Web site for any reason at any time, including without limitation, as a result of linkages to other Web sites included in the advertiser’s Web site.

All advertisements are accepted and published upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severely indemnify, defend, and save the Publisher harmless from and against any loss or expense arising out of the publication of such advertisements, including without limitation, attorney’s fees, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any similar claims now known or hereafter devised or created. It is understood that the advertiser and agency are jointly and separately liable for the payment of invoices for advertising published hereunder. In consideration of the Publisher’s reviewing for acceptance or acceptance of any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to Sunset or California Travel and Tourism Publications in any way except with the prior permission of the Publisher in each instance. The Publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any circumstances not within the control of the Publisher.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with, vary, or add to the provisions of the rate card will be binding on the Publisher.

COPY REGULATIONS

All advertisements must be clearly and prominently identified by trademark and/or signature of the advertiser. On advertising copy that simulates editorial layout and appearance, the Publisher reserves the right of approval, as well as the right to identify as “advertisement” by Publisher-set type line.

The Publisher is not responsible for errors or omissions in any advertising materials, including errors in key numbers, reader service numbers, or changes accepted after closing dates.

CREDIT

To establish credit, a credit application must be sent to your California Travel and Tourism Publications representative. Orders without established credit must be accompanied by a cash payment or domestic Visa or MasterCard.

DISCOUNT/REBATES

Adjustments in advertiser spending that result in discounts or rebates due advertiser will be paid with space credits only. Such credits must be used within six months after the period in which they are earned or they will expire.

POSITIONING

Publisher has the right to insert the advertising anywhere in the publications. Any condition on contracts, orders, or copy instructions involving the placement of advertising within California Travel and Tourism Publications (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher’s inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.

TERMS

Net 30 days from the date of invoice

Mechanical Specifications

MATERIALS: digital files preferred; 4c or 2/c film positive (RRED); 2 SWOP proofs with color bar; screen 133-line; 290% maximum density.

ACCEPTABLE FILE FORMATS: TIFF/IT-P1 files; Acrobat PDF; Postscript (4/c composite); Macintosh-formatted QuarkXPress files (collect for output should include all hi-res images properly linked, saved as CMYK, and all Postscript font files required; TrueType fonts are NOT accepted; Pantone colors or duotone images are NOT accepted).

RESOLUTION: Continuous tone (CT) files at res 12, linework (LW) files at res 72. We print at 133-line screen, so PostScript images should be 266 dpi or higher.

PROOFS: A proof must accompany the file. Two digital proofs of the file are preferred, produced from the actual file submitted; they must be color proofs if file is in color. Proofs should conform to SWOP standards, with a color control strip incorporated during manufacturing and left on the proof when it is shipped. Proofs produced by standard color laser or ink jet printers are not considered accurate representations of what the printed result will be, and are used for identification purposes only.

MEDIA: Macintosh-formatted Zip, CD-ROM. Ad disks must be labeled with Advertiser name, Agency name/contact/phone, Vendor name/contact/phone, and file name/number, printed directory of contents.

NOTE: Disks will not be returned unless SASE or pre-paid shipping envelope included. Ads are NOT accepted via email or FTP.

CALIFORNIA OFFICIAL STATE VISITOR’S GUIDE

MATERIALS DUE: September 2, 2005

TRIM SIZE: 8” x 10½” **BINDING:** Perfect Bound (¼” trim at foot)

UNIT SIZES (NON-BLEED):	SIZE:
Full Page Spread	15” x 10”
Full Page	7” x 10”
2/3 Page (v)	4⅞” x 10”
1/2 Page (h)	7” x 4⅞”
1/2 Page Digest	4⅞” x 6½”
1/3 Page (sq)	4⅞” x 4⅞”
1/3 Page (v)	2¼” x 10”
1/6 Page (h)	4⅞” x 2⅞”
1/6 Page (v)	2¼” x 4⅞”
1/12 Page	2¼” x 2⅞”

UNIT SIZES (BLEED):	SIZE:	BLEED SAFETIES:	BLEED LIVE AREA:
Full page	8¼” x 11”	½” Top, Bottom; ½” Side	7¼” x 10”

¼” safety at the gutter (⅛” each side)

CALIFORNIA DRIVES

MATERIALS DUE: March 18, 2005

TRIM SIZE: 7” x 10” **BINDING:** Saddle Stitch

UNIT SIZES (NON-BLEED):	SIZE:
Full Page	6¼” x 9¼”
1/2 Page (v)	3” x 9¼”
1/2 Page (h)	6¼” x 4½”
1/4 Page	3” x 4½”
1/12 Page	2” x 2⅞”

UNIT SIZES (BLEED):	SIZE:	BLEED SAFETIES:	BLEED LIVE AREA:
Full page	7¼” x 10¼”	½” Top, Bottom; ½” Side	6¼” x 9¼”

¼” safety at the gutter (⅛” each side)

For more information, contact Sunset’s Production Department at 650-324-5726 or ryanm@sunset.com.

SEND AD MATERIALS TO:

California Travel and Tourism Publications
Advertising Department
80 Willow Road
Menlo Park, CA 94025

Gain worldwide exposure on the California Tourism home page.
Get in front of travelers who are making purchasing decisions, now!



Sunset Added Value

Sunset-Publishing Partner
Free Ads in Time Inc. Publications in Support of the California Visitor's Guide

Sunset Added Value

<u>Publication</u>	<u>Issue</u>	<u>Ad Size</u>	<u>Circulation</u>	<u>Open Rate</u>
Coastal Living	Mar '06	Page	360,000	\$56,700
Health Magazine	Mar '06	2/3 Page	1,350,000	\$64,600
Southern Accents	Nov '05	1/4 Page	400,000	\$19,130
Sunset	Oct '05	Page	1,450,000	\$83,900
	Jan '06	Page	615,000	\$50,622
	Feb '06	Page	1,450,000	\$88,925
	Mar '06	Page	460,000	\$41,807
	Jun '06	Page	276,000	\$37,947
	Sept '06	1/3 Page	1,450,000	\$38,950
	Oct '06	Page	653,000	\$67,365
Totals:			8,464,000	\$549,946

Total Cost to the California Travel and Tourism Commission: FREE!

Consumer Activity Interest
Report from USA 800

California Travel and Tourism Commission

ACTIVITY REPORT - MONTHLY

09/01/06 TO 09/30/06

INTEREST/ACTIVITY =====	COUNT =====	YTD =====
AGRICULTURL TOURS	306	4516
BUSINESS/CONVENTION	201	2851
CULTURAL EVENTS/FESTIVALS	1078	17741
DINING/FOOD	1857	33866
DRIVING TOURS	2315	40925
SPORTS (GOLF, SKIING, TENNIS)	479	7913
HISTORIC PLACES/MUSEUMS	1994	33146
NATIONAL/STATE PARKS	2397	41722
OUTDOOR RECREATION (HIKING, BIKING, BOATING, FISHI	1451	25854
SHOPPING	1506	26943
SIGHTSEEING/TOURING	3405	61178
THEME/AMUSEMENT PARKS	1539	30229
VISIT FRIENDS OR RELATIVES	742	14484
OTHER/UNSURE	489	8630
NOTHING CHOSEN	1231	21347
TOTALS	20990	371345

CTTC/ARES
Booked Hotel Reservations

California Travel and Tourism Commission

Booked Hotel Reservations

Live Date 05-Oct-05	Call Center			Website Activity			Total Activity				Avg
	visitcalifornia.com - Call 1-877-CALIFORNIA			visitcalifornia.com Website			All Sources Total Activity				
Date	Reserv	Nights	Revenue	Reserv	Nights	Revenue	Reserv	Nights	Avg Stay	Revenue	Lead Time
October 2005	2	2	\$ 167	29	76	\$ 10,203	31	78	2.52	\$ 10,370	28.39
November 2005	2	2	\$ 161	46	106	\$ 12,238	48	108	2.25	\$ 12,399	26.17
December 2005	9	17	\$ 838	54	108	\$ 10,097	63	125	1.98	\$ 10,935	18.56
4th Quarter Totals	13	21	\$ 1,166	129	290	\$ 32,538	142	311	2.19	\$ 33,704	23.27
2005 Grand Totals	13	21	\$ 1,166	129	290	\$ 32,538	142	311	2.19	\$ 33,704	23.27
2005 Daily Avgs	0.15	0.24	\$ 13.40	1.48	3.33	\$ 374.00	1.63	3.57	2.19	\$ 387.40	

January 2006	1	2	\$ 194	68	142	\$ 14,492	69	144	2.09	\$ 14,686	60.43
February 2006	1	6	\$ 720	83	187	\$ 22,269	84	193	2.30	\$ 22,989	59.56
March 2006	8	26	\$ 3,520	74	156	\$ 15,689	82	182	2.22	\$ 19,209	42.18
1st Quarter Totals	10	34	\$ 4,433	225	485	\$ 52,450	235	519	2.21	\$ 56,883	53.75
April 2006	3	6	\$ 472	67	143	\$ 14,828	70	149	2.13	\$ 15,300	37.77
May 2006	11	36	\$ 5,418	113	224	\$ 24,512	124	260	2.10	\$ 29,930	34.80
June 2006	14	38	\$ 5,629	139	287	\$ 33,810	153	325	2.12	\$ 39,439	22.59
2nd Quarter Totals	28	80	\$ 11,519	319	654	\$ 73,150	347	734	2.12	\$ 84,669	30.02
July 2006	9	35	\$ 3,593	169	342	\$ 40,286	178	377	2.12	\$ 43,879	23.95
August 2006	4	6	\$ 399	84	171	\$ 17,489	88	177	2.01	\$ 17,888	23.19
September 2006	2	5	\$ 671	53	107	\$ 10,292	55	112	2.04	\$ 10,962	21.67
3rd Quarter Totals	15	46	\$ 4,663	306	620	\$ 68,066	321	666	2.07	\$ 72,730	23.35
October 2006	-	-	\$ -	-	-	\$ -	-	-	-	\$ -	-
November 2006	-	-	\$ -	-	-	\$ -	-	-	-	\$ -	-
December 2006	-	-	\$ -	-	-	\$ -	-	-	-	\$ -	-
4th Quarter Totals	-	-	\$ -	-	-	\$ -	-	-	-	\$ -	-
2006 Grand Totals	53	160	\$ 20,615	850	1,759	\$ 193,667	903	1,919	2.13	\$ 214,282	33.83
2006 Daily Avgs	0.32	1.10	\$ 143.00	7.26	15.65	\$ 1,691.95	7.58	16.74	2.21	\$ 1,834.95	

GRAND TOTALS	66	181	\$ 21,781	979	2,049	\$ 226,204	1,045	2,230	2.13	\$ 247,986	32.39
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California Store Statistics

Item	Items Sold	Revenue	Page Views	Price
California – The Soundtrack	48	\$479.52	0	\$9.99
California Flag T-shirt	23	\$297.85	51	\$12.95
California Key Holder	22	\$77.00	141	\$3.50
Driving the Pacific Coast, 5th Edition	14	\$195.30	0	\$13.95
Canvas Tote	12	\$155.40	139	\$12.95
California Coin Bear	12	\$119.40	0	\$9.95
California Find Yourself Here T-Shirt	10	\$129.50	56	\$12.95
Navy Cap	7	\$69.65	142	\$9.95
Cap - Two-Tone	6	\$77.70	160	\$12.95
Scenic Driving California	5	\$79.75	0	\$15.95
Southern California: 52 Weekend Escapes	4	\$63.80	0	\$15.95
Northern California Off the Beaten Path, 6th Edition	4	\$55.80	0	\$13.95
California Cuddle Bear	4	\$55.80	40	\$13.95
Romantic Days and Nights in San Diego	3	\$47.85	0	\$15.95
Fun with the Family Southern California	3	\$41.85	0	\$13.95
Recreation Lakes of California - 14th Edition	2	\$39.90	0	\$19.95
California's Missions and Presidios	2	\$31.90	0	\$15.95
Camper Mug	2	\$13.90	141	\$6.95
Insiders' Guide® to California's Wine Country	1	\$18.95	0	\$18.95
Travelling California's Gold Rush Country	1	\$14.95	0	\$14.95
Santa Barbara and the Central Coast	1	\$14.95	0	\$14.95
Hiking California's Desert Parks, 2nd Edition	1	\$14.95	0	\$14.95
San Francisco Pocket Traveller	1	\$5.95	0	\$5.95
(Total)	188	\$2,101.62	3113	N/A

California Store 2006

CTTC DMA Report



California Travel and Tourism Commission

DMA REPORT - MONTHLY

CALIFORNIA DMA REPORT (Top 30)
09/01/06 TO 09/30/06

DOMINANT MARKET AREA =====	CALLS =====	PCNT =====	YEAR CALLS =====	YEAR PCNT =====
LOS ANGELES	299	6.5845	2154	6.0431
NEW YORK	297	6.5404	2573	7.2186
CHICAGO	167	3.6776	1305	3.6612
PHILADELPHIA	150	3.3032	953	2.6737
SAN FRANCISCO-OAK-SAN JOSE	141	3.105	1063	2.9823
DALLAS-FT. WORTH	128	2.8188	873	2.4492
MINNEAPOLIS-ST. PAUL	109	2.4004	796	2.2332
PHOENIX	93	2.048	813	2.2809
SACRAMENTO-STOKTON-MODESTO	87	1.9159	740	2.0761
DENVER	83	1.8278	540	1.515
TAMPA-ST. PETE, SARASOTA	83	1.8278	383	1.0745
ATLANTA	80	1.7617	528	1.4813
SEATTLE-TACOMA	77	1.6957	693	1.9442
WASHINGTON, DC	76	1.6736	739	2.0733
HOUSTON	74	1.6296	659	1.8488
BOSTON	71	1.5635	555	1.5571
ST. LOUIS	63	1.3874	504	1.414
SALT LAKE CITY	60	1.3213	401	1.125
ORLANDO-DAYTONA BCH-MELBRN	58	1.2773	378	1.0605
DETROIT	56	1.2332	393	1.1026
SAN DIEGO	53	1.1671	500	1.4028
CLEVELAND	51	1.1231	429	1.2036
MIAMI-FT. LAUDERDALE	51	1.1231	384	1.0773
BALTIMORE	50	1.1011	373	1.0465
KANSAS CITY	45	.991	401	1.125
MILWAUKEE	45	.991	367	1.0296
PORTLAND, OR	41	.9029	414	1.1615
HARTFORD & NEW HAVEN	40	.8809	313	.8781
PITTSBURGH	39	.8588	288	.808
JACKSONVILLE, BRUNSWICK	35	.7708	159	.4461